

644

MANHATTAN BOOTERY,  
404 POTTS,  
MANHATTAN, KANS.

BB R

MAWELLS BROWNELL S. S.,  
907 BROADWAY,  
MARYSVILLE, KANS.

BB R

RICHARDSON'S SHOE STORE,  
212 S. MAIN,  
OTTAWA, KANSAS.

BB R

DE NEVE SHOE STORE,  
511 N. BROADWAY,  
PITTSBURG, KANS.

BB

BRUMGARDT'S SHOE STORE,  
309 S. MAIN,  
PRATT, KANSAS

BB R

SALINA SHOE WARE, INC.,  
112 S. SANTA FE,  
SALINA, KANS.

BB R

LLOYD'S SHOES, INC.,  
126 N. MAIN,  
WICHITA 2, KANSAS.

BB R

MARSH'S SHOE STORE,  
911 MAIN ST.,  
WINFIELD, KANS.

BB R

ADAM'S SHOE STORE,  
228 W. MAIN ST.,  
FRANKFORT, KY.

BB R

ADAMS SHOE STORE,  
428 E. MAIN ST.,  
BOWLING GREEN, KY.

BB R

B & B SHOES,  
5330 SO. THIRD ST., RR. E.,  
LOUISVILLE, KY.

BB

ADAMS SHOE STORE,  
MAYFIELD, KY.

BB R

ADAMS SHOE STORE,  
106 S. 5TH ST.,  
MURRAY, KY.

BB R

B & M SHOES,  
SOMERSET, KY.

BB

RITTER'S SHOE STORE,  
MARY, LA.

BB

QUALITY SHOE STORE,  
756 FRONT ST.,  
NATCHITOCHES, LA.

(A) BB

MAASE SHOE STORE,  
8119 OAK ST.,  
NEW ORLEANS, LA.

(A) BB

BRADLEY'S SHOE STORE,  
22 CONGRESS ST.,  
BIRMINGHAM, LA.

BB R

118 S. SANTA FE. BARTLETT, KANSAS.	R	SHOE STORE. MAYFIELD, A. BB	R	02. CONGRESS ST.. KANSAS.	R	01. S. SHOE STORE.	
SRITAYONS. 61 BALTIMORE ST.. CUMBERLAND, MD.	R	MC CLELLAND'S SHOES. 111 LOCUST ST.. ALLEGAN, MICH. (A) BB		JENKINS SHOES. 82 W. CHICAGO. COLDWATER, MICH. BB			
MODERN BROWNBLT SHOES. FRIEND & MAIN ST.. AMESBURY, MASS. (A) BB	R	DIETZEL SHOE STORE. 309 S. MAIN ST.. ANN ARBOR, MICH. BB		FISHER'S SHOES. 20191 PLYMOUTH RD.. DETROIT, MICHIGAN. BB R			
BROWNIE'S SHOE STORE. 258 MAIN ST.. BROCKTON 1, MASS. (BB) R	R	DON SHOES. 157 E. MAIN ST.. BENTON HARBOR, MICH. (A) BB		REDDEN BROWNBLT SHOE STORE. 1834 CONCORD AVE.. DETROIT, 7, MICH. BB R			
MATHIEU'S SHOES. 269 MAIN ST.. GREENFIELD, MASS. (A) (BB)	R	GOULD'S SHOES. 3141 TWELVE MILE RD.. BERKLEY, MICH. (A) BB		REDDEN & RATLINSON SHOES. 16394 E. WARREN. DETROIT 24, MICH. (A) BB- R			
FREDERICK'S OF HAVERHILL, INC.. 103 MERRIMAC ST.. HAVERHILL, MASS. (BB) R	R	SHERMAN SHOES. 115 W. MAPLE. BIRMINGHAM, MICH. BB		SHERMAN SHOES. 13300 E. JEFFERSON AVE.. DETROIT 15, MICH. BB R			
CARTRIGHT SHOE CO.. ALBION, MICH. BB R	R	MURRAY-CARTRIGHT SHOES. 126 S. COCHRAN. CHARLOTTE, MICH. BB		THE ECONOMY SHOE CENTER. NORTHWEST SHOPPING CENTER. PIERSON & CLIO RD.. FLINT, VICH. LAUREN-ELLIOTT (A) —			

Commission Exhibit 23 / 24

O'CONNOR SHOES.  
213 SO. LAFAYETTE ST..  
GREENVILLE, MICH.  
(A) BB R

SID REIN SHOES.  
20725 MACK AVE..  
GROSSE POINTE WOODS, MICH.  
BB R

JENKINS SHOES.  
6 S. HOWELL.  
HILLSDALE, MICH.  
(A) BB R

MOOR'S SHOES.  
11 E. 8TH ST..  
HOLLAND, MICH. BB

GARTWRIGHT'S.  
COLONIAL VILLAGE.  
1631 W. MT. HOPE.  
LANSING, MICH. BB

VOGEL'S SHOE STORE.  
105 W. LUDINGTON.  
LANSING, MICH.

WELBORN SHOES.  
102 SOUTH MAIN.  
ANDERSON, S. CAR.

## COMMISSION EXHIBIT 24-A

MAHI BROWNBLT SHOE STORE. 4  
508 DONNER AVE..  
MONESSEN, PA. (BB) R

MAHI'S BROWNBLT SHOE STORE. 4  
315 W. MAIN ST..  
MONONGAHELA, PA. (BB) R

JAMES FOLINO. 4  
DBA BUSTER BROWN MT. LEBANON.  
697 WASHINGTON RD..  
MT. LEBANON 28, PA. (A) (BB) R

BISHOP SHOE CO.. 4  
212 BROWNVILLE RD..  
MT. OLIVER, PA. R

SHUGARTS SHOES. 5  
FRONT & LAUREL.  
PHILIPSBURG, PA. (A) (BB) R

STEELE'S BUSTER BROWN SHOES. 4  
8001 MC KNIGHT RD..  
PITTSBURGH 37, PA. (BB) R

FOYLER'S SHOES.  
117 MILL AVE..  
DYERSBURG, TENN.

Commission Exhibit 24-B

KARL'S SHOE STORE. 5  
PARTALL BLOCK.  
PUNISUTANNET, PA. (A) (BB) R

JONES NOBLEE SHOE DEN. 5  
% WALTER T. JONES STORE.  
717 PENN ST..  
READING, PA. — A

GEORGE'S SHOES. 5  
518 MAIN ST..  
STROUDSBURG, PA. (BB) R

TRITSCHE BROWNBLT SHOE STG. & L. 4  
406 CORBET ST..  
TARENTUM, PA. (BB) R

DUTREY'S SHOES. 4  
71 W. MAIN.  
ARCADE BLDG..  
WAYNESBORO, PA. (A) (BB) R

TRITSCHE BROWNBLT SHOE STORE. 4  
740 PENN AVE..  
WILKINSBURG, PA. (BB) R

HARRISON'S BOOTERY. 4  
206 CENTER ST..  
MORGANTHAU, PA.

4	STEELE'S BUSTER BROWN SHOES. 8001 MC KNIGHT RD., PITTSBURGH 27, PA.	4	TRITCH'S BROWN BUILT SHOE STOKES. 740 PENN AVE., PA. WILKESBURG, PA.
4	WELBORN SHOES. 102 SOUTH MAIN. ANDERSON, S. CAR.	3	HARRISON'S BOOTERY. 206 CENTER ST., KINGSPORT, TENN.
4	JUEL'S SHOE STORE, INC., DBA JUEL'S SHOES, 413 MAIN. (A) BB	4	NETTIE LEE'S BOY & GIRL SHOP, 229 BROAD ST., SHOE DEPT., KINGSPORT, TENN.
5	BANKER'S BOOTERY, MOURIDGE, S. DAK. (A) B13	3	KIRKPATRICK BROWN BUILT S. S., LEBANON, TENN.
3	RANDALLS, INC., 704 ST. JOE, RAPID CITY, S. DAK. (A) BB R	3	FAMILY SHOE STORE, J. L. FRIZZELL, LEXINGTON, TENN.
4	HOGANS BROWN BUILT SHOE STOKES, 107 W. 3RD ST., YANKTON, S. DAK.	4	WILSONS BROWN BUILT SHOE STOKES, MC MINNVILLE, TENN.
4	SMITH'S SHOES, 107 W. 7TH ST., COLUMBIA, TENN.	4	LOWRY'S SHOES, 3996 PARK AVE., MEMPHIS, TENN.
4	FOXLEY'S SHOES, 117 MILL AVE., DYERSBURG, TENN.	4	HOLMES BROWN BUILT SHOE STORE, 106 DEPOT ST., GREENEVILLE, TENN.
4	HARRISON'S BROWN BUILT S. S., ELIZABETHTON, TENN.	4	HOLMES SHOE DEPT., % DOSSER'S, JOHNSON CITY, TENN.
4	J. W. HARRISON JR. - SPECIAL, 204-06 E. MAIN, JOHNSON CITY, TENN.	4	LOWRY'S SHOES, 3996 PARK AVE., MEMPHIS, TENN.



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<p>3 RUBENSTEIN FOOTWEAR, INC., SUMMER SHOPPING CENTER, 4276 SUMMER AVE., MEMPHIS, TENN. (A) BB</p>	<p>1 WELLS BOOTERY, 726 SO. MAIN, SPRINGFIELD, TENN. - R</p>	<p>5 ELLY'S SHOES, 1008 S. E. ELIZABETH ST., BROWNSVILLE, TEXAS BB</p>
<p>3 THREADGILL'S SHOE STORE, 152 MAIN ST., MILAN, TENN. (A) BB</p>	<p>4 CLAYTON &amp; CO., TULLAHOMA, TENN. (A) BB R</p>	<p>4 HOLLIDAY &amp; ANDERSON, 102 S. MAIN ST., CLEBURNE, TEXAS. BB R</p>
<p>4 R. L. HOLMES BROWNSHIRT SHOE STN 127 MAIN ST., MORRISTOWN, TENN. BB R</p>	<p>3 BURNETT'S SHOE STORE, 217 S. FIRST ST., UNION CITY, TENN. BB R</p>	<p>4 COOPER'S SPUSLOCK SHOES, 214 N. BEATON ST., COMANCIA, TEXAS. BB R</p>
<p>3 BROTH'S SHOES, MURFREESBORO, TENN. BB R</p>	<p>5 KENTON'S SHOES, 818 POLK AVE., AMARILLO, TEXAS. JOHN KENTON, BB R</p>	<p>4 BUSTER BOYD JUVENILE S. S., 1709A ELM ST., DALLAS, I., TEXAS. BB</p>
<p>4 BURNETT'S SHOE STORE, 100 E. WASHINGTON, PARIS, TENN. BB R</p>	<p>5 KENTON'S SHOES NO. 2, 3512 E. 11TH ST., AMARILLO, TEXAS. JOHN KENTON BB R</p>	<p>4 STONES SHOE STORE, 3515 LOVERS LANE, DALLAS, TEXAS BB</p>
<p>4 WALKER'S SHOES, COLUMBIAVILLE, TENN. BB</p>	<p>5 BUCKLEY'S SHOE STORE, 510 N. MAIN ST., HONGER, TEXAS. BB</p>	<p>4 STONE'S SHOE STORE, 114 W. OAK ST., DARTON, TEXAS. BB</p>
<p>4 POTERS' SHOE STORE, 107 N. MAIN ST., EMIS, TEXAS.</p>	<p>5 ADAMS SHOE STORE, 304 GRAY ST., KILLEN, TEXAS.</p>	<p>5 GRISHAM'S SHOES, 6926 SAN PEDRO, SAN ANTONIO, TEXAS</p>

WALSH'S SHOES. SHELSTVILLE, TENN. BB R	4	BUCKLEY'S SHOE STORE. 510 N. MAIN ST.. ROGER, TEXAS.	5	STONE'S SHOE STORE. 114 W. OAK ST.. DENTON, TEXAS.	4
ROGERS' SHOE STORE, 107 N. MAIN ST.. ENNIS, TEXAS. BB -	4	ADAMS SHOE STORE. 306 GRAY ST.. KILLEEN, TEXAS. (A) BB R	5	CHISH'S SHOES. 9926 SAN PEDRO. SAN ANTONIO, TEXAS BB	5
POSTERS SHOE STORE, GILMER, TEXAS. BB R	4	SILVER'S SHOE STORE, 125 E. TYLER AVE.. LONGVIEW, TEXAS. (A) BB	4	LEARY'S SHOELAND, INC.. 1003 DONALDSON ST.. SAN ANTONIO, TEXAS (A) BB	5
CANYER SHOE STORE, 505 W. 4TH ST.. GRANAH, TEXAS (A) BB R	4	ELWYN'S SHOES. 22 S. MAIN ST.. MC ALLEN, TEXAS. BB	5	COLEMAN SHOE STORE, 123 N. TRAVIS. SHERMAN, TEXAS (A) BB R	4
STEPHENSON'S SHOES, 2719 LEE ST.. GREENVILLE, TEXAS. BB R	4	WILSON'S SHOE STORE. 103 N. KENTUCKY ST.. MCKINNEY, TEXAS. BB R	4	B. J. STEELE. STEELE'S FAMOUS SHOE STORE. 105 W-SIDE PLAZA. SULPHUR SPRINGS, TEXAS. (A) BB R	4
ELWYN'S SHOES, 109 E. JACKSON, MARLINGEN, TEXAS (A) BB	5	FAMOUS SHOE STORE. 9 EAST SIDE PLAZA, PARIS, TEXAS. BB R	4	ROGERS SHOE STORE, 15 W. CENTRAL AVE.. TEMPLE, TEXAS. BB	5
ROGERS SHOE STORE, HUNTSVILLE, TEXAS. BB	5	CHISH'S SHOE STORE, SUNSET RIDGE SHOPPING CENTER, 6426 N. NEW BRAUNFELS AVE.. SAN ANTONIO, TEXAS. (A) BB	5	LATIMER'S SHOE STORE, 306 W. BROAD ST.. TEXARKANA, TEXAS (A) BB	4

650

OLYSTAD SHOE STORE.  
180 NORTH COLLEGE.  
TYLER, TEXAS

(A) BB

COLEMAN'S SHOES.  
1710 PEARSE ST..  
VERNON, TEXAS.

BB R

WASH SHOE CO..  
W. FARLEY'S ON NINTH.  
1918 9TH ST..  
WICHITA FALLS, TEXAS

(A) BB R

RANDALLS.  
134 W. CENTER ST..  
PROTO, UTAH.

BB R

DRAGON'S SHOE STORE.  
113 SOUTH ST..  
BENNINGTON, VERMONT.

BB

MAYMAN'S SHOE STORE.  
206 KING ST..  
ALEXANDRIA, VA.

BB

JENSEN'S SHOES.  
FLOWER HILL SHOPPING CENTER.  
OTHELLO, WASH.

ALMA SHOP.  
106 E. BROAD ST..  
FALLS CHURCH, VA.

(A) BB R

MC COLLUM-FARRELL SHOE STORE. 4  
MARTINSVILLE, VA.

BB R

KETTMAN'S SHOE STORE.  
244 E. MAIN.  
AUBURN, WASH.

(A) BB

SPENDER-PANCOAST SHOES.  
109 WEST HOLLY.  
BELLINGHAM, WASH.

BB R

SPELLMAN AND PEASE.  
204 SPELLMAN'S.  
200 PACIFIC.  
BREMERTON, WASH.

(A) BB R

GLEN FREEMAN SHOES.  
115 N. TOWER AVE..  
CENTRALIA, WASH.

BOUTHER'S SHOE STORE.  
169 S. MAIN ST..  
COLVILLE, WASH.

BB R

MANGE'S BUSTER BROWN S. S.. 7  
413 N. PEARL ST..  
ELLENSBURG, WASH.

BB R

GISH SHOE STORE.  
2803 COLBY AVE..  
EVERETT, WASH.

BB R

WARN & WARN INC..  
DBA DAVIDS SHOES.  
201 W. KENNEWICK.  
KENNEWICK, WASH.

(A) BB R

ZIMMERMAN'S.  
1328 CONNORCE AVE..  
LONGVIEW, WASH.

BB R

GISH'S BUSTER BROWN SHOE STORE.  
308 FIRST ST..  
MT. VERNON, WASH.

WILTON'S SHOE STORE.  
816 E. YAKIMA AVE..  
YAKIMA, WASH.

JEWENS SHOES.  
 FLOWER HILL SHOPPING CENTER.  
 OTHELLO, WASH. (A) BB R  
 7

RODMAN'S SHOE STORE.  
 1205 MEADE AVE..  
 PROSSER, WASH. BB R  
 7

SPELLMAN & PEASE.  
 301 SO. MERIDIAN ST..  
 PUYALLUP, WASH. (A) B13 R  
 7

SPELLMAN & PEASE.  
 5439 S. TACOMA WAY.  
 TACOMA, 9. WASH.. BB R  
 7

SPELLMAN'S.  
 812 MAIN ST..  
 VANCOUVER, WASH. (A) BB R  
 7

DAVID'S SHOES.  
 1323 GEORGE WASHINGTON WAY.  
 RICHLAND, WASH. BB R  
 (A) 7

DAHL SHOES & SERVICE.  
 12545 BOTHELL WAY.  
 SEATTLE, WASHINGTON. BB R  
 7

W & W, INC..  
 % RUSAN'S.  
 512 W. RIVERSIDE AVE  
 SPokane, WASH. (A) -  
 7

TROSPERS BUSTER BROWN S. S..  
 7  
 21 WENATCHEE AVE..  
 WENATCHEE, WASH. BB - R  
 7

WILTON-MICHELS.  
 3 E. MAIN ST..  
 WALLA WALLA, WASH. BB R  
 7

WILTON'S SHOE STORE.  
 3082 MAIN ST..  
 WENSTON, W. VA. (A) BB R.  
 4

BLYNN'S SHOE STORE.  
 3082 MAIN ST..  
 WENSTON, W. VA. (A) BB R.  
 4

R & M BOOTERY.  
 ANTIQO, WISC. BB  
 4

L.W. BREITENBACH SHOE DEPT..  
 4  
 % GEIERS.  
 APPLETON, WISC. (A) BB  
 4

MARTIN'S BOOTERIE.  
 227 W. MAIN ST..  
 CLARKSBURG, W. VA. (A) BB  
 4

MARTIN'S BOOTERIE.  
 114 ADAMS ST..  
 FAIRMONT, W. VA. (A) BB  
 4

HADLEY'S SHOE DEPT..  
 1109 MAIN ST..  
 VANCOUVER, WASH. (A) - R  
 7

GLEN FREEMAN SHOES.  
 115 N. TOWER AVE..  
 CENTRALIA, WASH. 7

GISH'S HUSTER BROAD SHOE STORE.  
 308 FIRST ST..  
 MT. VERNON, WASH. 7

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Commonwealth of Massachusetts

SOUTH WEST STREET, BOSTON.

120 E. COLLEGE.

APPLETON, WISC.

(A) BB

REEDS SHOE STORE.

320 MAIN ST..

MENOMONIE, WISC.

BB

R

KELLEY'S SHOES.

708 BIG NORM.

WOLLAND, WYO.

(A) BB

R

MOE'S SHOE STORE.

19 MAIN ST..

BLACK RIVER FALLS, WISC.

R

LINDMAN'S BROWN BILT S. S..

3529 W. NORTH AVE..

MILWAUKEE, S. WISC.

BB

BEAVER HONTERY.

127 FRONT ST..

BEAVER DAM, WISC.

BB

KERR'S SHOES.

1020 17TH AVE..

MONROE, WISC.

(A) BB

MC DONALD'S SHOE STORE INC..

318 STATE ST..

BELOIT, WISC.

BB

R

THIRD AVE., SHOE SHOP.

PROPSOM &amp; PEICHEL, PROPS..

44 N. 3RD AVE..

STURGEON BAY, WISC.

BB

THE WHITE STORE.

606 BROADWAY.

GREEN BAY, WISC.

BB

MCNEIL BROWN BILT SHOES.

911 S. EIGHTH ST..

MANITOWOC, WISC.

BB

GREYHULL SHOE STORE.

609 GREYHULL AVE..

GREYHULL, WISC.

BB

BURNHART'S SHOE STORE.

115 E. MAIN ST..

MIDLAND, MICH.

DOF A. WALSH SHOES.

W. HINES &amp; HILDEBRAND.

351-355 STATE ST..

HOFFETTS SHOE STORE.

116 W. MICHIGAN AVE.

911 S. EIGHTH ST.. MANITOWOC, WISC. BB	GREYBULL SHOE STORE. 509 GREYBULL AVE.. GREYBULL, WYOMING BB	WOPFETTS SHOE STORE. 116 W. MICHIGAN AVE.. YPSILANTI, MICH. BB R	
BURNHART'S SHOE STORE. 118 E. MAIN ST.. MIDLAND, MICH. BB R	DON A. WALSH SHOES. % RINES & HILDEBRAND. 381-383 STATE ST.. ST. JOSEPH, MICH. BB R	BISQUARD SHOE STORE. 343 S. BROADWAY, ALBERT LEA, MINN. BB	
CARTWRIGHT SHOE STORE. 188 E. BROADWAY, ST. PLEASANT, MICH. (A) BB	RAYMOND SHOE CO.. % WISCHMANN'S. BAGINAW, MICH. BB R	AUSTIN SOOTERY, INC.. 404 N. MAIN ST.. AUSTIN, MINN. (Note at 2:15) BB R	
HAINSTOCK'S. BROWNHILT SHOE STORE. 111 N. 2ND ST.. MILES, MICH. BB R	WILLERS BROWNHILT SHOE STORE. STURGIS, MICH. BB R	LARSON'S SHOE STORE. 311 THIRD ST.. BEMIDJI, MINN. BB R	
ROBERT SHOE CO.. % D. M. CHRISTIAN DEPT. STORE. OSAGO, MICH. - R	KRONBACH SHOE CO.. 2664 W. JEFFERSON. TRENTON, MICH. (A) BB	PAUL'S SHOE STORE. 611 LAUREL. BRAINERD, MINN. BB	
FISHER'S SHOE STORE. 240 SO. MAIN. PLYMOUTH, MICH. (A) BB R	CAMPBELL SHOE STORE. 1138 E. WEST MAPLE RD.. WALLED LAKE, MICH. BB R	ARNESSEN'S SHOE STORE. 911 CLOQUET AVE.. CLOQUET, MINN. BB	
HARRISON'S SHOES, INC.. 508 S. WASHINGTON AVE.. ROYAL OAK, MICH. BB R	FISHER'S SHOES. 3611 S. WAYNE. WAYNE, MICH. (A) BB		

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GISIN'S SHOE STORE,  
8 E. SUPERIOR ST.,  
DULUTH 2, MINN.  
BB

WARREN SHOE CO.,  
% MARVIN ORECK'S,  
268 SOUTHDALE,  
EDINA 10, MINN.  
(A) BB R

BUNKHARTZMEYER SHOES,  
220 CENTRAL AVE.,  
FARIBAULT, MINN.  
(A) BB R

DAILEY SHOE STORE,  
123 W. LINCOLN,  
FERGUS FALLS, MINN.  
BB

STENBOG'S SHOE STORE,  
GRAND RAPIDS, MINN.  
BB

VICTOR CLOTHING CO.,  
LITTLE FALLS, MINN.  
BB

BOWAR'S, INC.,  
430 E. CAPITAL ST.

CARL E. ELVQUIST SHOES INC.,  
1941 E. LAKE,  
MINNEAPOLIS 7, MINN.  
(A) BB

FRISHOLM SHOE STORE,  
117 N. FIRST ST.,  
MONTEVIDEO, MINN.  
(A) BB R

STONE'S SHOE STORE,  
26 N. MINNESOTA,  
NEW ULM, MINN.  
BB R

O & B SHOE STORE,  
217 S. BROADWAY,  
ROCHESTER, MINN.  
BB R

CHRISTENSEN BROWNBLITZ S. S.,  
492 SNELLING AVE., N.,  
ST. PAUL, 4, MINN.  
BB R

GILMORE SHOES,  
E-S N. MAIN ST.,  
AMORY, MISS.  
(A) BB

BAKER LEZZER SHOE STORE,

GRYDER'S SHOES,  
217 W. HOWARD ST.,  
SILOXI, MISS.  
BB R

COLUMBUS HPOUMBLIT SHOE STORE,  
S. FIFTH ST.,  
COLUMBUS, MISS.  
BB R

MESSERS BROWNBLITZ S. S.,  
607 CRUISE ST.,  
CORINTH, MISS.  
BB

GRYDER SHOE STORE,  
200 25TH AVE.,  
GULFPORT, MISS.  
(A) BB R

BOWAR'S INC.,  
P. O. BOX 9616, STATION D,  
JACKSON, MISS.  
BB R

BOWAR'S INC.,  
MEADOWBROOK MART.,  
JACKSON, MISS.  
BB

CLARK & HALL'S SHOE STORE,

BOYAR'S INC., 430 E. CAPITAL ST., JACKSON 1. MISS. BB R	4	BAKER LENZER SHOE STORE, 126-128 EAST 4TH ST., CARTHAGE, MO. BB	4	CLARK & HALL'S SHOE STORE, 316 W. REED ST., MOBERLY, MO. (A) BB R	2	BOYAR'S INC., HEADQUARTERS WART., JACKSON 1. MISS. BB R
BOYAR'S INC., WART 51, 1700 TERRY ROAD, JACKSON 3. MISS. BB R	4	WELLS SHOE STORE, TINY TOT SHOE SERVICE, INC., 48 S. FLORISSANT RD., FERGUSON 21. MO. (A) BB	4	RAINEY SHOE CO., 618 FRANCIS ST., ST. JOSEPH, 8. MO. BB R	3	
KLEBAN SHOES, KOSCIUSKO, MISS. (A) — R	4	STOLL'S SHOE STORE 111 MAIN ST., PESTUS. MO. BB (A)	4	B & B SHOE CO., 228 S. OHIO ST., SEDALIA, MO. BB R	3	
LIBBY'S SHOES, LOUISVILLE, MISS. BB R	4	EGAN CO. INC., 210-211 W. MAIN ST., FLAT RIVER, MO. BB	4	B & B SHOE CO., 301 COLLEGE ST., SPRINGFIELD, MO. BB R	3	
VESTS SHOE STORE, 237 MAIN ST., MCGOWEN, MISS. BB R	4	RAY WILSON SHOES, 11144 BLUE RIDGE, HICKMAN MILLS, MO. (A) BB R	4	JUNIOR BOOT SHOP, 1940 S. GLENSTONE, SPRINGFIELD, MO. (A) — R	3	
REED SHOE DEPT., INC., 94 R. W. REED CO., TUPELO, MISS. BB	4	SMITH SHOE STORE, EARL W. & LOUISE W. SMITH, 221 N. KIRKWOOD RD., KIRKWOOD 22. MO. (A) BB R	4	THURMOND'S SHOE STORE, 102 WEST LOCKWOOD, WEBSTER GROVES, MO. BB R		



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Continued Exhibit 2124

M. & K. SHOES.  
LEASTON, MONT.  
(A) BB

MORAND'S SHOE STORE.  
420 BOX BUTTE.  
ALLIANCE, NEBR.  
BB R

BAUEN'S SHOE STORE.  
113 N. 6TH ST..  
BEATRICE, NEBR.  
(A) , BB R

HUGH'S SHOE STORE,  
BELLEVUE, NEBR.  
(W) BB R

HARRIS SHOES.  
BLAIR, NEBRASKA.  
R

WAYNE'S SHOE STORE.  
ST. PAUL, MINN.

Continued Exhibit 2125

WILSON & PELLEY SHOE STORE.  
530 N. MAIN.  
FREMONT, NEBR. BB R

KON'S BOOTERIE.  
706 W. 2ND.  
HASTINGS, NEBR.  
(A) BB

LLOYD SHOES.  
8711 COUNTRYSIDE VILLAGE.  
OMAHA 6, NEBR.  
(A) BB

B & W SHOES.  
PLATTSOUTH, NEBRASKA. R  
B13

ROSELAND BUSTER BROWN SHOES.  
4934 30.24TH ST..  
SOUTH OMAHA, NEBR.  
(A) BB

FOLK & CAMPBELL BUILT. S. S. 7  
ST. W. 2ND ST.

THOMAS & DYER BUILT. S. S. 5  
69 MAIN ST.

Continued Exhibit 2126

THORNE SHOE CO..  
94 N. MAIN ST..  
CONCORD, N. HAMPS.  
(A) (BB) R

WHITE'S SHOE STORE.  
LANCASTER, N. HAMPS.  
(BB)

CARLETON BROWN BILT S. S..  
MAIN ST..  
LITTLETON, N. HAMPS.  
(BB) R

CRANFORD BOOTERY.  
23 NORTH UNION AVE..  
CRANFORD, N. J.  
(A) (BB) R

B & H SHOE SHOP.  
200 MAIN ST..  
HACKENSACK, N. J.  
(BB) +

BABGOLD SHOES.  
302 N. WOOD AVE..  
LINDEN, N. J.

WILAND E. SHADDOCK.  
LINDEN, N. J.

CLIVAX SALES CORP..  
DBA BUSTER BROWN ESSEX GREEN.  
S

THOMAS & DYER BUILT. S. S. 5  
69 MAIN ST.

WILAND E. SHADDOCK.  
LINDEN, N. J.

S

5

3

5

ol. 7

WAYNE'S SHOE STORE. C. WAYNE HOOPER 5	FOLK & CAMPBELL BUILT. S. S. 7 51 W. 5TH ST. 5	302 N. WOOD AVE.. LESTER, N. Y. 5
CLIVAX SALES CORP.. DBA BUSTER BROWN ESSEX GREEN. ESSEX GREEN SHOPPING CENTER. WEST ORANGE, N.J. R (A) (BB) R	THOMAS & DYER BUILT. S. S. 5 99 MAIN ST.. BATAVIA, N. Y. R (BB)	MILAND E. SHADDOCK. SHADDOCK'S SHOE STORE. 178 MAIN ST.. CAMANDAQUA, N. Y. R (BB)
THE SHOE MART. DRIUGHT HOUSE, PROP.. 928 NEW YORK AVE.. ALAMOGORDO, N. MEX. R (A) BB R	BUSTER BROWN FORDHAM. B & M MERCHANDISE, INC.. 2395 GRAND CONCOURSE. BROOK, NEW YORK 33, N. Y. R (BB)	OLDS & FULMER. 42 MAIN ST.. CORTLAND, N. Y. R (BB)
HOUSE'S SHOES. 311 W. MAIN ST.. FARMINGTON, N. MEX. (A) BB	BUSTER BROWN-BIVOSH LUNAW. 1615 KINGSHIGHWAY. BROOKLYN 29, N. Y. R (BB)	WEINBERGENS SHOE STORE. 121 CANAL ST.. ELLENVILLE, N. Y. R (BB)
LESTER'S SHOES. 311 W. MAIN. ROSNELL, N. MEX. (A) BB	BUSTER BROWN SHOE SALON. 1554 PITKIN AVE.. BROOKLYN 13, N. Y. R (BB)	KEN'S SHOES. 106 WASHINGTON. ENDICOTT, N. Y. R (BB)
SOCORRO BROWN BUILT S. S.. SOCORRO, N. MEX. BB R	BUSTER BROWN SHOE SALON. 4616 13TH AVE.. BROOKLYN 19, N. Y. R (BB)	BUSTER BROWN SHOES. IN BOB & BEITY'S INC.. 1036 BEACH 20TH ST.. FAR ROCKAWAY, N. Y. R (BB)
HOLAN'S SHOE STORE. 55 GENESEE ST.. AMHERST, N. Y. R (BB)	HERTEL BROWN BUILT SHOE STORE. 5 1323 HERTEL AVE.. BUFFALO, 16, N. Y. R (BB)	B & B FRESH HEADERS. 61-16 168TH ST.. FLUSHING, L. I. N. Y. R (BB)



CARBONE SHOE STORE.  
47 E. MAIN ST..  
ROCHESTER, N. Y. R

HUB DUSTEN BROWN BOOTERY.  
201 THIRD AVE..  
NEW YORK, N. Y. (BB) R

TICKNOR SHOES, INC..  
332 FIRST AVE..  
NEW YORK CITY 9, N. Y. R (BB)

TABER & BRUNBURGH.  
104 FALLS ST..  
NIAGARA FALLS, N. Y. (BB) R

ONEIDA SHOE CO., INC..  
GAROFALO'S TONKHOES.  
132 MAIN ST..  
ONEIDA, N. Y. (BB) R

EDWALL SHOE CO., INC..  
1573 UNIONPORT RD..  
PARKCHESTER, BRONX, N. Y. (BB) R

BUSTER BROWN REGO PARK.  
94-03 63RD DR..  
REGO PARK, NEW YORK, N. Y. (A) (BB) R

ROYAL SHOES.  
801 RICHMAN, PROP..  
120-05 LIBERTY AVE..  
RICHMOND HILL, QUEENS, N. Y. (BB) R

BAREIS SHOE STORE.  
826 JOSEPH AVE..  
ROCHESTER 5, N. Y. (BB) R

MILIA'S SHOE STORE.  
128 FORD ST..  
ODGENSBURG, N. Y. (BB) R

BRADY'S BROOKHILL SHOE DEPT..  
ATTN. MR. J. W. BUTLER.  
OLEAN, N. Y. (BB) R

SCHWANK'S SHOE STORE.  
1494-96 DEWEY AVE..  
ROCHESTER, N. Y. R (BB)

TOWNSEND'S SHOE STORE.  
175 W. DOMINICK,  
ROUS, N. Y. (BB) R

ROSE'S BROADBILT SHOE STORE.  
430 BROADWAY,  
SARATOGA SPRINGS, N. Y. (BB) R

NOLAN'S SHOE STORE.  
SENECA FALLS, N. Y. (BB) R

LAZAR'S SHOE STORE.  
81-83 NANAHOECK AVE..  
WHITE PLAINS, N. Y. (A) (BB) R

CULVER SHOES.  
1102 CULVER RD..  
ROCHESTER, 9, N. Y. (BB) R

Not a shoe store

660

Name	County and Address	County and Address	County and Address
<p>POTELL'S SHOES. 101 WEST MAIN ST.. CLINTON, N. CAR. BB R</p>	<p>5 ALEXANDER'S SHOES. 519 WHEELING. CAMBRIDGE, OHIO. (A) BB</p>	<p>FARRAR'S SHOES. 121 S. MAIN ST.. CLYDE, OHIO. (A) BB R</p>	<p>4 J. O. MOORE. % MILLER-JONES DO.. 49 E. CULTON ST.. COLUMBUS, 16, OHIO. <i>Personal</i></p>
<p>STAVLEY'S SHOES, INC. FRIENDLY SHOPPING CENTER. GREENSBORO, N. CAR. BB</p>	<p>4 CLARENCE FAFLIK SHOES, INC. NO. 3. % PARKATON SHOPPING CENTER. 7571 RIDGEWOOD DRIVE. CLEVELAND, OHIO BB -</p>	<p>4 ANDREW HAUER. % STYLE CENTER. 368 BROAD ST.. ELYRIA, OHIO (A) BB</p>	<p>4 CLARENCE FAFLIK SHOES. SOUTHGATE SHOPPING CENTER. 21642 LIBBY RD.. MAPLE "ELITE", OHIO A BB -</p>
<p>PETERSON'S SHOES. 107 S. MAIN ST.. LENOIR, N. CAR. (A) BB R</p>	<p>4 CLARENCE FAFLIK SHOE STORE. 20201 VAN AIKEN RD.. CLEVELAND, OHIO BB -</p>	<p>4 CLEAR'S SHOE STORE. 515 S. BROADWAY. GREENVILLE, OHIO (A) BB R</p>	<p>4 CLARENCE FAFLIK SHOES. SOUTHGATE SHOPPING CENTER. 21642 LIBBY RD.. MAPLE "ELITE", OHIO A BB -</p>
<p>LEE'S SHOES. MONROE, N. CAR. BB R</p>	<p>4 CLARENCE FAFLIK SHOE STORE. 4256 PEARL RD.. CLEVELAND, OHIO (A) BB -</p>	<p>4 FOX'S SHOE STORE. 16719 KINSMAN ROAD. CLEVELAND, SO. OHIO. BB R</p>	<p>4 REHLEY, INC.. % BORMAN'S. % PUTMAN RD.. % BETTA, OHIO</p>
<p>LONG'S FAMILY SHOE STORE. 119 W. BROAD ST.. STATESVILLE, N. CAR. (A) BB</p>	<p>4 STEVEN'S SHOES. VALLEY CITY, N. DAK. BB R</p>	<p>4 SMITH &amp; WADDELL, INC.. DBA JOFFE'S SHOES.</p>	<p>4 DUTCHER'S SHOE STORE.</p>

205 PUTMAN RD.,  
CARIETTA, OHIO.

3 copies, 1001, 1002, 1003, 1004

DUTCHER'S SHOE STORE.

ALTUS, OKLA.

BB

205 PUTMAN RD.,  
CARIETTA, OHIO.

3 copies, 1001, 1002, 1003, 1004

THE SHANK SHOE CO..

109 N. OHIO ST..

SIDNEY, OHIO.

BB R

205 PUTMAN RD.,  
CARIETTA, OHIO.

3 copies, 1001, 1002, 1003, 1004

SMART & MADWELL, INC..

DBA JOFFE'S SHOES.

19 S. MAIN ST..

MIAMI, OHIO

BB R

BARTEL'S SHOES.

1214 CENTRAL AVE..

MIDDLETOWN, OHIO.

(A) BB R

CLAREY F. FAFLIK SHOES, INC.. 4

2624 1/2 GREAT NORTHERN SHOP. CTR..

N. OLIVESTED, OHIO NO. 7

(A) BB -

DOUGLASS SHOES.

26 E. HIGH ST..

OXFORD, OHIO

(A) BB R

CLEAR'S SHOES.

144 E. SPRING.

ST. MARYS, OHIO.

BB R

CARLYLE'S SHOES.

171 E. MARKET ST..

SANDUSKY, OHIO.

BB R

MASTER SHOE STORE.

448 YO POLAND RD..

STRUTHERS, OHIO.

BB R

MASTERS SHOE STORE, INC..

BOARDMAN SHOP. PLAZA.

215 BROADMAN-CANFIELD RD..

YOUNGSTOWN, OHIO

BB R

GARRISON'S SHOE STORE.

319 MAIN ST..

ZANESVILLE, OHIO

(A) BB

SHIPE'S SHOES.

106 E. MAIN.

ADA, OKLA.

BB R

McCLAIN'S SHOES.

ALVA, OKLA.

(A) BB

HILL SHOES.

133 W. MAIN ST..

ARDMORE, OKLA.

BB R

PATES SHOE STORE.

304 S. DEWEY.

BARTLESVILLE, OKLA.

(A) BB R

RITCHIE'S SHOE STORE.

103 S. MAIN ST..

BLACKWELL, OKLA.

(A) BB R

PERKINS-ROBERTS SHOES.

417 CHICKASHA.

CHICKASHA, OKLA.

BB R

WYLIE'S SHOE STORE.

104 E. BROADWAY.

CUSHING, OKLA.

(A) BB R

Continued Exhibit 3722

COCHRAN'S SHOES.

824 MAIN ST.,  
DUNCAN, OKLA.

BB R

FISHER & MISSEN SHOES.  
112 S. ROCK ISLAND,  
EL RENO, OKLA.

BB R

EARNST BROS.  
110 N. INDEPENDENCE AVE.,  
EMID, OKLA.

BB R

KENNER SHOES.  
113 W. OKLAHOMA,  
GUTHRIE, OKLA.

BB R

WILLIAMS SHOELAND.  
509 W. MAIN ST.,  
HENRYETTA, OKLA.

BB R

BOONE'S SHOES.  
421 SO. MAIN,  
HOBART, OKLA.

BB R

EARNST BROS.,  
TAC

Continued Exhibit 3723

NICHOLS SHOE STORE.  
LOUIS H. & SUE RAY NICHOLS,  
HOLDENVILLE, OKLA.

(A) BB R

SHERMAN'S SHOE STORE.  
IDABEL, OKLA.

BB

DUTCHER'S BUSTER BROWN S. S.,  
408 D ST.,  
LANTON, OKLA.

BB

PATE'S SHOE STORE.  
109 E. CHOCTAW AVE.,  
MALESTER, OKLA.

(A) BB R

THE HUB BOOTERY.  
23 NORTH MAIN,  
MIAMI, OKLA.

BB R

HENSON-HARDIN SHOE STORE, INC.,  
113 E. ATKINSON AVE.,  
MIDWEST CITY, OKLA.

BB R

RUDY'S SHOE STORE.

Continued Exhibit 3724

B & B BROMBILT SHOE STORE,  
MUSKOGEE, OKLA.

BB R

L & H SHOES.  
417 W. BROADWAY,  
MUSKOGEE, OKLA.

(A) BB R

HILL & SHIPE SHOE STORE,  
122 E. MAIN ST.,  
NORMAN, OKLA.

BB R

HENSON-HARDIN S.B.S.,  
3200 NO. MAY AVE.,  
OKLAHOMA CITY, OKLA.

BB R

WYLIE'S SHOES.  
OKMULGEE, OKLA.

BB R

PAUL'S SHOES.  
200 S. CHICKASHAW,  
PAULS VALLEY, OKLA.

MOORE'S S.B.S.,  
TAC

<p>4 HOBART, OKLA. (A) BB R</p> <p>4 EARNST BROS.. 305 E. GRAND. PONCA CITY, OKLA. (A) BB R</p>	<p>3 RUDY'S SHOE STORE. VINIITA, OKLA. (A) BB</p>	<p>7 MOORE'S B.S.S.S.. 921 WALL ST.. BLAND, OREGON. BB</p>
<p>4 HARRISON'S CLOTHIERS, INC.. 110 E. DEWEY AVE.. SAPULPA, OKLA. (A) BB</p>	<p>4 MICHO'L'S SHOE STORE. 107 WENOKA. VENOKA, OKLA. BB R</p>	<p>7 VINCENT-MEDMOND CO., INC.. DBA BUSTER BROWN SHOE STORE. 153 N. BROADWAY. COOS BAY, OREG. 33 R</p>
<p>4 FARNST BROS.. 110 E. MAIN. SEAFREE, OKLA. (A) BB R</p>	<p>4 F &amp; W SHOES, INC.. 900 MAIN ST.. WOODWARD, OKLA. (A) BB R</p>	<p>7 LORENZ DEPT. STORE. COQUILLE, OREG. (A) BB</p>
<p>4 EARNST BROS.. 750 MAIN ST.. STILLWATER, OKLA. (A) BB R</p>	<p>7 LONG'S SHOE STORE. 234 W. FIRST ST.. ALBANY, OREG. BB R</p>	<p>7 GIMRE'S SHOE STORE. 136 S. THIRD. CORVALLIS, OREG. (A) BB R</p>
<p>4 RAY ALLEN SHOES. 3127 HARVARD ST.. TULSA, OKLAHOMA. (A) BB R</p>	<p>7 BUSTER BROWN SHOE DEPT.. % THE PARK VIEW DEPT. STORE. ASHLAND, OREGON BB</p>	<p>7 HOOVER'S SHOE STORE. 532 MAIN. COTTAGE GROVE, OREGON. (A) BB R</p>
<p>4 COX'S DEPT. STORE. 2128 S. YALE. TULSA, OKLA. (A) BB</p>	<p>7 BUSTER BROWN SHOE STORE. 1125 COMMERCIAL ST.. ASTORIA, OREGON. BB R</p>	<p>7 NICKLES BUSTER BROWN S.S.. 947 WILLAMETTE ST.. EUGENE, OREGON. BB</p>



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Continued Exhibit 173B

VINCENT REDMOND CO..  
BUSTER BROWN SHOE STORE,  
207 S. E. 6TH ST..  
GRANTS PASS, OREGON.

BB

ADAMS BUSTER BROWN S.S..  
130 N. MAIN ST..  
GRESHAM, OREG.

(A) BB R

EDWIN'S SHOES,  
164 MAIN ST..  
HEMISTON, OREGON

BB R

ERIC MCGEE SHOE STORE,  
207 E. MAIN ST..  
HILLSBORO, OREG.

BB R

HOGATAY'S SHOES,  
617 MAIN ST..  
KLATATHI FALLS, OREGON

(A) BB R

BOB'S SHOE STORE,  
634 MAIN ST..  
LEBANON, OREGON.

Continued Exhibit 173B

BUSTER BROWN SHOE STORE,  
311 3RD AVE..  
MC MINNVILLE, OREGON

(A) BB

VINCENT REDMOND CO..  
BBA BUSTER BROWN SHOE STORE,  
15 SO. CENTRAL,  
MEDFORD, OREG.

BB

NICKLES BUSTER BROWN S. S..  
1203 MAIN ST..  
MILWAUKIE, OREGON.

BB

NICKLES BUSTER BROWN S. S..  
724 MAIN ST..  
OREGON CITY, OREGON.

BB R

VANDENBURGH'S SHOE STORE,  
OSWEGO, OREGON

(A) BB R

BUSTER BROWN SHOE DEPT..  
LIPMAN WOLFE & COMPANY,  
251 S. W. 5TH AVE..  
PORTLAND, OREGON.

Continued Exhibit 173B

SPELLMAN BROS..  
% MILLER MERCANTILE CO..  
43RD & HANCOCK ST..  
PORTLAND, OREGON.

BB R

VANDENBURGH'S SHOE STORE,  
6316 S.W. CAPITAL HIGHWAY,  
PORTLAND, OREG.

(A) BB R

GINRE'S SHOES,  
625 S.E. JACKSON,  
ROSEBURG, OREGON

(A) BB R

DON'S SHOE STORE,  
272 SO. 1ST ST..  
ST. HELENS, OREGON

(A) BB

ARBuckle's, INC..  
395 N. HIGH ST..  
SALEM, OREGON.

BB

BUSTER BROWN SHOE STORE,  
THE DALLES, OREGON.

BB R

Continued Exhibit 173B

SHOE BOX,

Continued Exhibit 173B

BUTREY'S SHOES,

5

3

Continued Exhibit 173B

TRICONS BATHSILE SHOES, A.L.A.



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409 shoe stores on the Brown Franchise Program carry fire and extended coverage from the National Union Fire Insurance Company in Pittsburgh, Pennsylvania.

The owners and/or managers of 327 shoe stores on the Brown Franchise Program buy group life insurance from Prudential Life Insurance Company of America.

Brown Shoe Company does not make any payment of money to these insurance companies to induce them to give a lower rate to stores on the Brown Franchise Program.

[fol. 83E] COMMISSION EXHIBIT 27 A-O

## Group VII—No. 1

During the period from November 1, 1949 (the beginning of Brown's 1950 fiscal year) to October 31, 1955 (the end of Brown's 1955 fiscal year) Brown represented that merchants who were in the Brown Franchise program would receive a discount or price, not available to individual outlets or establishments purchasing separately, on the following items:

1. Fire and extended coverage insurance, purchased from the Royal Indemnity Company.
2. Certain rubber footwear (storm footwear and Keds) manufactured by U. S. Rubber Company.

## Fire and Extended Coverage Insurance

A. The extent of the discount from the actual fire and extended coverage insurance rate that would have been applied by the Royal Indemnity Company to the particular property of each merchant who was in the Brown Franchise program is unknown to Brown. Brown made the following statement to merchants in the plan:

"Because of the favorable experience the insurance company has had with our Franchise Store operators during the past 25 years, we are in a position to save the retailer approximately 25% on his fire insurance premium compared to his local rate."

B. This fire and extended coverage insurance was made available by Brown, in the period 1952-6, to merchants on the Wohl Plan, but not to other customers of Brown or its subsidiary corporations at any time between November 1, 1949 and October 31, 1955.

C. Total net fire and extended coverage premiums, after discount, paid under this arrangement were, for the calendar years indicated, as follows:

[fol. 84E]

1950 .....	\$76,388.86
1951 .....	83,874.60
1952 .....	83,286.60

1953 .....	90,586.00
1954 .....	90,916.31
1955 .....	91,681.63

Total net premiums billed to Wohl Plan merchants for fire and extended coverage insurance for calendar years indicated were as follows:

1952 .....	\$ 1,489.00
1953 .....	5,345.00
1954 .....	5,197.00
1955 .....	6,684.00

D. The stores and departments owned or operated by Wohl and Regal were not covered by this arrangement.

#### Rubber Footwear

A. U. S. Rubber Company represented to Brown, in the period 1950 to October 31, 1955, that, if merchants on the Brown Franchise program purchased storm footwear and Keds directly from U. S. Rubber, these merchants would be entitled to certain discounts. Brown, relying on these representations of U. S. Rubber, represented to merchants on the Brown Franchise program that they would receive an additional discount on purchases of storm footwear and Keds made by these Brown Franchise merchants from U. S. Rubber through Brown, when said purchases met the conditions listed under paragraph C below.

B. The additional discounts on purchases of storm footwear and Keds were not made available by Brown to its customers other than merchants on the Brown Franchise program.

C. Brown represented that the following additional discounts would be available to merchants on the Brown Franchise program on the purchase of rubber through Brown [fol. 85E] from U. S. Rubber Company over and above the discounts available if purchased directly from U. S. Rubber.

#### Storm Footwear

Advance orders of more than 144 pairs and less than 480 pairs—3%.

Fill-in orders if bought in 12 pair run and if merchants ordered more than 144 pairs on advance orders—8%.

## Keds

Fill-in orders if bought in 12 pair run and if merchant ordered at least 480 pairs on advance orders —8%.

The total net dollar shipments of all types of rubber footwear, including, but not limited to storm footwear and Keds, to merchants on the Brown Franchise program and Wohl family stores, purchased through Brown during the fiscal years indicated are listed below. The available information does not indicate the amount of goods purchased to which the additional discounts listed above apply. Brown estimates that 15% of the dollar amount of the sales listed below were rubber footwear to which the above listed discounts applied.

1950 .....	\$ 665,092.53
1951 .....	955,049.61
1952 .....	1,029,657.13
1953 .....	1,185,817.43
1954 .....	1,158,127.33
1955 .....	1,214,857.22

D. Storm footwear and Keds for family shoe stores operated by Wohl were purchased by Wohl from U. S. Rubber Company under the terms listed in paragraph C immediately above. On its other purchases of rubber footwear, Wohl makes its own arrangements for purchase with the individual vendors.

Regal makes its own arrangements for purchase of rubber footwear with the individual vendors.

[fol. 86E] COMMISSION EXHIBIT 28 A-M

Group V, No. 5E

Brown Franchise Stores

Reasons for Separation From Franchise Program

October 31, 1949-October 31, 1955

Exhibit 44 lists, as to each Brown Franchise store which ceased to be such in the period October 31, 1949 to October 31, 1955, the reason why it was separated from the program.

Answers to Interrogatories

Group V—Interrogatory No. 5E

Listed below are the names of the Brown Franchise Stores, with their city and state opposite them, which were separated from the Franchise Program between October 31, 1949 and October 31, 1955. They are grouped according to the predominant reason or reasons which led to their withdrawal from the Franchise Program. Also indicated, where the reason for such withdrawal was other than the sale or closing of that store, is whether the outlet remained a regular customer of Brown Shoe Company for any period thereafter.

The reasons are summarized and explained (where necessary) as follows:

- I. Store Sold.
- II. Closed Business.
- III. Failed to Comply Generally with the Conditions of the Franchise Program.

This included some or all of the following:

- A. Failure to submit monthly reports.
- B. Unsatisfactory system of bookkeeping.
- C. Handling conflicting lines.
- D. Insufficient sales volume.

[fol. 87E] IV. Credit Reasons.

The firms listed under this category vary from those which were actually sued for payment of past due bills to those which, because of their financing, could not be given sufficient credit to support their purchases as a franchise account. It is necessary for a franchise account to have a larger line of credit than a general account because each franchise account does a relatively large amount of its purchasing from Brown. Thus, a franchise arrangement may be terminated with a retail outlet for credit reasons and the store may still have sufficient credit to remain a general account of Brown.

V. Conflicting Lines.

This covers the situation where the franchise account sold shoes of another company which directly conflicted with a line or lines of shoes manufactured by Brown Shoe Company. This was completely contrary to the franchise agreement.

VI. Insufficient Sales Volume.

VII. Changed Grade of Shoe Primarily Sold to a Cheaper Grade.

Where the franchise account changed the selling emphasis of his store to cheaper shoes, he necessarily switched the major portion of his business away from Brown Shoe lines.

VIII. Customer Requested Termination of Franchise.

IX. Miscellaneous Reasons.

It should be re-emphasized that the above grouping are by predominant reason. In many cases, there were other reasons present which contributed to the decision to terminate the franchise.

[fol. 88E] I. Store Sold

1. Patrick Shoe Co.—Fort Smith, Arkansas
2. Cassidys BBilt Shoe Store—Hanford, California
3. Lingren's Shoes—Oakland, California



4. Mervyn's, Inc., Mervyn's Department Store—San Lorenzo, California
5. Wright Shoe Store—Columbus, Georgia
6. Trowbridge BBilt Shoe Store—Clinton, Illinois
7. Kar-Wid Shoes, Inc.—Freeport, Illinois
8. Cushion Shoes—Skokie, Illinois
9. Burgess Shoe Store—Greensburg, Indiana
10. Jack's Bootery—Charles City, Iowa
11. Stevens Shoes, Inc.—Ottumwa, Iowa
12. Bennetts Shoes, Brookline, Massachusetts
13. Douglas Store—Coldwater, Michigan
14. McCoy's Shoes—Lansing, Michigan
15. Fisher's—Marshall, Michigan
16. J. W. Millikan, Inc., Dept. 23—Traverse City, Michigan
17. Richardson Shoe Co.—Kansas City, Mo.
18. Concourse Buster Brown Shoes—Bronx, New York
19. Benson's Shoe Shop—Brooklyn, New York
20. Royal Shoes—Brooklyn, New York
21. Carman Millevolte Shoe Store—Hicksville, New York
22. The Bootery—Jamestown, New York
23. Brownbilt Shoe Store—Penn Yan, New York
24. Carl's Shoes—Caldwell, Ohio
25. Nissen's Inc., Dept. 5A—Oklahoma City, Oklahoma
26. Roblee Shoe Store, 609 S. W. Washington—Portland, Oregon
- [fol. 89E] 27. Spellman's 511 S. W. 16th Avenue—Portland, Oregon
28. Paynes BBilt Shoe Store—Harlingen, Texas
29. Spellman's—Bellingham, Washington
30. Spellman's—Bremerton, Washington
31. Spellman's—Olympia, Washington

## II. Closed Business

1. DeShields Shoes—Troy, Alabama
2. Mathison's Shoe Store—Texarkana, Arkansas
3. Grandes Shoes—Antioch, California
4. Victors Shoes—Burlingame, California
5. Sigs Shoe Store—Monrovia, California
6. Grandes Shoes—Palo Alto, California
7. Leggetts Shoe Dept., c/o Leggetts Dept. Store—Tulare, California
8. Turners Shoe Store—Victorville, California
9. Schmidts Shoe Store—Willows, California

10. Dogue's Dept. Store—Panama City, Florida
11. Farmer's Roblee Shoe Store, 307 Zack—Tampa, Florida
12. Bellamy's Shoe Store—Idaho Falls, Idaho
13. Schmitz Shoes—Moscow, Idaho
14. Wilmington's BBilt Shoe Store—Morris, Illinois
15. B & S Shoes—Charleston, Indiana
16. Smith's Smart Shoes, Hessville, Indiana
17. Branson Shoes—Clinton, Iowa
18. Passmores Shoes—St. Ignace, Michigan
19. Hilbig's BBilt Shoe Store—Medina, New York
20. Buddy Shoes—Cleveland, Ohio
21. Jamra Bootery—Toledo, Ohio
- [fol. 90E] 22. Master's Shoe Store, 2724 Market St.—  
Youngstown, Ohio
23. Vincent-Redmond, Inc.—North Bend, Oregon
24. Arbuckles, Inc.—Sweet Roma, Oregon
25. Nahi's BBilt Shoe Store—Clairton, Pennsylvania
26. Nahi's, c/o Miller's Dept. Store—Scottsdale, Pennsylv-  
vania
27. Nahi Shoe Store—Waynesburg, Pennsylvania
28. Swat's Shoe Store—McKenzie, Tennessee
29. Selmer Shoe Store—Selmer, Tennessee
30. Famous Shoe Store—Abilene, Texas
31. Jones Shoe Store, Inc.—Wichita Falls, Texas
32. Van's Shoes, Inc.—Bristol, Virginia
33. Roblee Shoe Store, 1404 3rd Ave.—Seattle, Washington

### III. Failure to Comply Generally with Conditions of Franchise

1. Feinbergs—Opalika, Alabama
2. Inmans Dept. Store—Arkadelphia, Arkansas
3. Peters Shoe Store—Glendale, California R (9-16-55)
4. The Bootery—Sandpoint, Idaho
5. Cook's Shoe Store, Columbus, Indiana
6. Cook's Shoe Store—Wabash, Indiana
7. J & P Shoe Store—Independence, Iowa
8. Fitch's Shoe Store—Pocahontas, Iowa
9. Meier BBilt Shoe Store—Abilene, Kansas
10. Chaument Shoe Store—Eunice, Louisiana
11. Arnold Elmquist Shoes, 2707 E. Lake—Minneapolis,  
Minnesota

- [fol. 91E] 12. Arnold Elmquist Shoes, 11 W. Lake—Minneapolis, Minnesota  
 13. Carl Elmquist Shoes, 1541 E. Lake—Minneapolis, Minnesota R (5-26-54)  
 14. Elmquist Shoe Store, 28 So. Seventh St.—Minneapolis, Minnesota  
 15. Elmquist Shoes, 6615 Lyndale Ave., So.—Minneapolis, Minnesota  
 16. Floyd's Shoes—Roswell, New Mexico  
 17. Bennetts Shoe Co.—Galion, Ohio  
 18. Wise Shoe Store—McKees Rocks, Pennsylvania  
 19. Oneks Brown Bilt Shoe Store—Onek, Washington  
 20. Atwood's Shoe Store—Seattle, Washington  
 21. B & M Bootery—Antigo, Wisconsin R (4-12-55)  
 22. McDonald BBilt Shoe Store—Ashland, Wisconsin

Note: R stands for reinstated as a franchise account on the date indicated in parentheses. Every other account was sold as a general account after its termination as a franchise account.

#### IV. Credit Reasons

1. Brager's Shoes—Arcadia, California
  2. Timm's Shoes—Sierra Madre, California (sued for collection)
  3. Braegers Shoes—Temple City, California
  4. Haltermans BB Shoe Store—Yreka, California
  5. Rudolphs Fine Footwear—Trinidad, Colorado—S
  6. Saults Shoe Store—Trinidad, Colorado—S
  7. Purdys Shoe Store, Inc.—Owensboro, Kentucky—S
  8. Leas Shoe Store—Hopkins, Minnesota
  9. Browers Brownbilt Shoe Store—Shelby, North Carolina
- [fol. 92E] 10. Prestons Shoes, 400 W. Main St., Dennison, Texas—S
11. Webbe Famous Shoe Store—Marshall, Texas
  12. Chases Shoe Store, 117 E. Broadway—Moses Lake, Washington—S

Note: The stores followed by an "S" above were transferred in status to general accounts at least for a temporary period after termination of their franchise. Rudolphs Fine Footwear was sold small fill-in orders as a general account

until June, 1955. It had a maximum line of credit of \$100 during this time. Saults Shoe Store was active as a general account only for a short period after going off franchise and is now considered an inactive account. In fact, this store may have been sold. Purdys Shoe Store was transferred and sold as a general account after its termination as a franchise account. Prestons Shoes—Sales relationship with Prestons were terminated completely when it went off franchise in June 1951. This store was sold again as a general account beginning in March 1952 and continued to be sold until December 1955 when the store sold out. Chases Shoe Store was sold as a general account at its new location, 308 Division Street, Moses Lake, Washington.

#### V. Conflicting Lines

1. Fields Shoes—Burbank, California
2. Victor's Shoes—Redwood City, California
3. Laurel Shoes—San Carlos, California
4. Laurel Shoes—San Mateo, California
5. Rovall and McCall—Emporia, Kansas
6. Colberts Shoes—Mankato, Minnesota
7. Smart Shoe Store—Canton, Mississippi
8. Hopkins Shoes, Inc.—Granada, Mississippi
9. Toreys Shoes—Hattiesburg, Mississippi
10. Altier and Sons Shoes, 12 Corners, Monroe Ave.—Rochester, New York
- [fol. 93E] 11. Altier and Sons Shoes, 900 W. Main—Rochester, New York
12. Gimre Shoe Store, Forest Grove, Oregon
13. King's—Pendleton, Oregon
14. Wise Shoe Store—McKees Rocks, Pennsylvania
15. Wise Shoe Store, 2820 Robinson Blvd.—Pittsburgh, Pennsylvania
16. Silers BBilt Shoe Store—Winchester, Tennessee
17. Colberts Shoes—Chippewa Falls, Wisconsin
18. Colberts Shoes—Eau Claire, Wisconsin
19. Colberts Shoes—Marshfield, Wisconsin

Note: Every one of these accounts was sold as a general account after its termination as a franchise account.

## VI. Insufficient Sales Volume

1. Dalton's Family Shoe Store—Sidney, Nebraska
2. Brownbilt Shoe Store, 7 W. Bridge St.—Oswego, New York
3. Kamps Shoe Store, Inc.—E. Pittsburgh, Pennsylvania
4. Wahrenbergers BBilt Shoe Dept., c/o J. Wahrenberger & Son—Coaroe, Texas

Note: Every one of these accounts was sold as a general account after its termination as a franchise account.

## VII. Changed Grade of Shoes Primarily Sold to Cheaper Grade

1. Heinemann's, Inc.—Jonesboro, Arkansas
2. Heinemann's, Inc.—Paragould, Arkansas

Note: The above stores were sold as general accounts after their termination as franchise accounts.

## [fol. 94E] VIII. Customer Requested Termination of Franchise

1. The Shoe Box—Thomasville, Georgia
2. McCoys Shoe Store—Jacksonville, Illinois

Note: The above stores were sold as general accounts after their termination as franchise accounts.

## IX. Miscellaneous Reasons

1. Burkhart's Shoes, c/o The Bootery—Adrian, Michigan  
This store never opened.
2. State Contracts, Inc.—Yonkers, New York  
This account was owned by L. M. Blumstein of West 125th Street, New York City and was consolidated with L. M. Blumstein, Inc. for credit purposes at the request of Mr. Blumstein. This necessitated taking them off the Franchise Program. L. M. Blumstein, Inc. was not on the program.
3. Marchana's Dept. Store—Waxahachie, Texas  
This store was actually never on the Franchise Program although carried as a franchise store for 2 months. It was a general account.
4. Scuddy's Shoe Store—Beaumont, Texas

5. Scuddy's Youthful Shoes, 431 Proctor—Port Arthur,  
Texas

These Scuddy's Stores were never actually operated as franchise stores in accordance with the Franchise Program. They were removed from the Program by mutual assent between the owner and the manager of Brown's Franchise Division.



April 24, 1958

BROWN FRANCHISE STORES  
Separated From The Franchise Program  
Nov. 1, 1954 - April 1, 1958

Alabama

Birmingham  
(2-11-57)

Sikes Eratton Shoe Co., c/o Kessler's Five Points West  
This department closed.

Arkansas

Arkadelphia  
(10-21-55)

Inmans, 7th and Main Sts.

Small volume of purchases from Brown, failure to submit monthly reports and general failure to use the franchise system. Transferred to regular account, and remains a customer.

Hope  
(8-20-57)

Burkes Shoe Store, 112 W. Second St.

Purchases from Brown decreased to small volume last six months this store was on franchise while its owners contemplated selling the store. Store was under capitalized creating a credit problem. Transferred to regular ledger. Store finally sold February 1, 1958, renamed Keesey Shoe Store, which became a regular account, and remains a customer.

Little Rock  
(6-21-57)

Pate and Davies Shoe Dept., c/o Rube and Scott

Outlet was a leased department in store. Store was sold and leased department closed.

Mountain Home  
(6-21-56)

Ken Morris Shoe Store

Store graded down to lower priced lines in much of the merchandise it handled. Transferred to regular account, and remains a customer.

California

Compton  
(10-15-57)

Jan Lee Shoe Corp. (dba Samuels Shoe Store), 209 E. Compton

Store handled shoes which conflicted with Brown shoes. Transferred to regular account, and remains a customer.

Covina  
(2-19-58)

Lee Shafer's Shoes c/o McCaiges Department Store,  
San Bernardino and Rimsdale Rds.

This department store closed and the leased shoe department closed with it.



California (Cont.)

Los Angeles  
(2-6-58)

La Tijera Bootery, 6907 La Tijera Blvd.

General failure to use the franchise system. Store inventory was consistently too high for the volume of its business, creating a credit problem and store handled shoes which conflicted with Brown shoes. Transferred to regular account and remains a customer.

Los Angeles  
(5-28-56)

Lesley's Shoe Store, 2141 Colorado Blvd., (Eagle Rock)

Landlord raised rent upon expiration of lease. This business was discontinued.

Modesto  
(7-15-57)

Burton's Shoe Store, 910 Tenth Street

Business was liquidated.

Norwalk  
(11-5-57)

Richards Shoes, 11707 Rosecrans

Store handled shoes which conflicted with Brown shoes. Transferred to regular account and remains a customer.

Ontario  
(7-1-56)

Hays and Slauson

Store closed due to loss of lease.

Petaluma  
(1-18-56)

Southwicks Brownbilt Shoe Store, 155 Main St.

Store was sold to Marc Paul, Inc. who chose not to operate it as a franchise store. Transferred to regular account and remains a customer.

Redwood  
(2-6-58)

Tenser's Childrens Bootery, Woodside Plaza

Business closed and store was sold.

Richmond  
(7-12-56)

Lingren Jacobson Shoes, 921 McDonald (a/k/a Linn's, Inc. dba Jacobson's Shoes)

Purchases from Brown decreased to almost nothing by May 1956. Transferred to regular account and then customer stopped purchasing altogether.

San Carlos )  
San Mateo )  
(6-6-55)

Laurel Shoes, 655 Laurel St.  
120 25th St.

Customer carried shoes in both stores which conflicted with Brown shoes. Transferred to regular account and remains a customer.

Georgia

Cedartown  
(11-17-55)

Center Shoe Store

Store sold to Rhinehart & Mobley. They did not wish to operate it as a franchise store.

Georgia (Cont.)Columbus  
(9-21-55)

Wright Shoe Store, 2216 Wynnton Rd.

Business liquidated and new owners of store did not purchase Brown lines.

IahoBuhl  
(8-22-57)

Ralphs Shoe Store, 106 Broadway

Small volume of purchases from Brown, and store handled shoes which conflicted with Brown shoes. Transferred to regular account and remains a customer.

IllinoisBerwyn  
(2-6-58)

Cermak Shoe Store, 6502 W. Cermak Rd.

This store closed.

E. St. Louis  
(10-1-57)

Beatty's, Inc., 340 Collinsville

This store closed.

IndianaEvansville  
(2-6-58)

Seymours Shoes, 4530 First Avenue

This store handled shoes which conflicted with Brown shoes. Transferred to regular account and remains a customer.

IowaEmetsburg  
(6-21-57)

O'Connor's Shoe Store, 907 Broadway

Small volume of purchases from Brown, and store was undercapitalized. Transferred to regular account and remains a customer.

Lake City  
(12-9-57)

Gordon's Shoes

This customer requested to be dropped, from the franchise program. Transferred to regular account and remains a customer.

Newton  
(10-11-56)

Halverson's

This store was sold.

Perry  
(7-1-57)

Eddy's Shoe Store, 1116 Second Street

This store carried shoes which conflicted with Brown shoes, and failed to submit monthly reports. Transferred to regular account and remains a customer.

Iowa (Cont.)

Pocahontas  
(9-12-55)

## Fitch's Shoe Store

This account did not submit the monthly reports and generally failed to use the franchise system. It graded down to lower priced lines in much of the merchandise it handled. Transferred to regular account and remains a customer.

Spencer  
(8-13-57)

## Feldman Shoe Department c/o Feldman Department Store

This department closed and then was leased to another operator.

Kansas

Beloit  
(10-31-56)

## Family Shoe Store, Inc., 117 S. Mill St.

This store graded down to lower priced lines in much of the merchandise it handled. Transferred to regular account and remains a customer.

Colby  
(3-12-57)

## Overman's Shoe Store, 420 Franklin St.

Purchases from Brown decreased to a small volume. Store carried shoes that conflicted with Brown shoes. Customer also generally ceased using the franchise system. Transferred to regular account and remains a customer.

Dodge City  
(12-10-56)

## Lloyd's Dodge City Shoes, Inc.

This store closed.

Emporia  
(6-6-55)

## Revell and McCall, 703 Commercial St.

This store carried shoes which conflicted with Brown shoes. Transferred to regular account and remains a customer.

Fort Scott  
(1-22-58)

## McCrum and Maupin Shoes, 4 S. Main

This business was under capitalized creating a credit problem. It also generally failed to use the franchise system. Transferred to regular account and remains a customer.

Kentucky

Louisville  
(8-13-56)

Shoe  
B & B/Store, 5330 S. Third St.

This store is closed.

Michigan

Adrian  
(2-18-55)

## Burkhart's Shoe Company c/o The Bootery

Store was supposed to open as a new store on March 1, 1955. The store did not open.

Michigan (

Alma  
(12-13-55)

Detroit  
(4-4-57)

Lansing  
(7-7-55)

Rochester  
(3-7-58)

Minnesota

Edina  
(3-25-55)

Hopkins  
(1-12-55)

Waukegan  
(2-8-55)

St. Paul  
(3-23-56)

Willmar  
(7-25-55)

Michigan (Cont.)Alma  
(12-13-57)

Lamerson's Brownbilt Shoe Store, 232 E. Superior

Small and declining volume of purchases, business under capitalized, no monthly reports. Status as customer now under consideration by Credit Department.

Detroit  
(4-4-57)

Campbell Shoe Store, 11322 E. Jefferson Ave.

This store closed.

Lansing  
(7-7-55)

McCoys Shoes, 320 South Washington Ave.

This store was sold.

Rochester  
(3-7-58)

Shermans Shoes, Inc., North Hill Shopping Center

A leased department which closed.

MinnesotaEdina  
(5-25-57)

Warren Shoe Co., c/o Oreck's

This department closed.

Hopkins  
(1-12-55)

Lea's Shoe Store

This business was under capitalized and presented a severe credit problem. Because of this lack of capital and failure to pay bills when they came due, this account was dropped.

Mankato  
(2-8-55)

Colberts Shoes, 308 S. Front

This store failed to submit monthly reports and handled shoes that conflicted with Brown shoes. Transferred to regular account and remains a customer.

St. Paul  
(3-23-56)

Family Shoe Plaza, 2487 W. 7th Street

The customer requested that he be dropped from the franchise program. Transferred to regular account but later dropped because of failure to pay bills when due.

Willmar  
(7-25-57)

Frisholm's

This store discontinued operation.

MississippiColumbia  
(6-19-56)

Pooles Shoes, 723 Main Street

Customer requested that the store be removed from the franchise program. Transferred to regular account and remains a customer.

Gulfport  
(10-21-57)

Bomar's, Inc., 2415 14th Street

This store closed.

MissouriCarrollton  
(2-16-56)

Rowland Shoe Store

This store was under capitalized which created a credit problem because of slow payment. It bought conflicting lines from manufacturers which extended easier credit than Brown. It did not cooperate in submitting monthly reports. Transferred to regular account but purchases dropped off and store is no longer a customer.

NebraskaOmaha  
(1-29-58)

Lloyds Buster Brown Shoe Store, 5723 Military Avenue

This store closed.

Sidney  
(1-7-55)

Daltons Family Shoe Store

Small volume of purchases from Brown and slow payments. Transferred to regular account. Ownership of this shoe business has changed hands since then but payments remain slow, credit is bad, and purchases have dropped to almost nothing.

New YorkAuburn  
(8-19-57)

Goodwin Shoe Co., Inc., c/o Wm. Hislop &amp; Co.

This was a leased department in a department store. The department was sold to the Cutter Karcher Shoe Company.

Bronx  
(2-2-56)

Bales Buster Brown Bootery, 104 E. 107th St.

This store was liquidated.

Bronx  
(2-25-55)

Concourse Buster Brown Shoes, 2255 Grand Concourse

This business was sold.

Cedarhurst, L.I.  
(12-13-56)

Buster Brown Shoes

Customer requested to be removed from the franchise program. Transferred to the regular ledger and remains a customer.

New York (Cont.)Jamestown  
(4-20-55)

The Bootery, 216 N. Main

This store was sold.

Lockport  
(2-1-56)

The Brownbilt Shoe Store, 88 Main St.

This store was closed.

Medina  
(8-26-55)

Hilbig's Brownbilt Shoe Store, 438 N. Main St.

This store was closed.

Williamsville  
(6-25-57)

Williamsville Bootery, 5502 Main Street

This store was sold.

Yonkers  
(3-16-55)

State Contracts, Inc., 20 East Drive

This store was consolidated into Blumstein's Department Store which did not keep its financial records separate so no regular financial report was possible to the Franchise Division. Transferred to regular account and remains a customer.

New JerseyManville  
(11-2-55)

The Shoe Box

This store was closed.

North CarolinaLenoir  
(8-15-55)

Pilkington Shoes

Store sold to Petersons. Now called Petersons Shoes and is on franchise program.

Jacksonville  
(12-9-57)

Antell's, New River Shopping Center.

This store failed to get a lease in the shopping center and never officially opened.

OhioCaldwell  
(12-29-54)

Carl's Shoes, 408 Cumberland St.

Business sold to son-in-law. Transferred to regular account at customers request and remains a customer.

Ohio (Cont.)Columbus  
(1-17-56)

Evans and Schwartz, Inc., 304 N. Hugh St.

This store was taken into another corporation which owned downtown store not on franchise program. Necessary to take this store off the franchise program because both stores were reporting their financial condition together and either Brown's regular accounting department or its franchise plan accounting department, but not both, could handle the account. Transferred to regular account and remains a customer.

Piqua  
(6-13-56)

Norton's, Inc.

Did not use the franchise bookkeeping or accounting system. No monthly reports. Store carried shoes that conflicted with Brown shoes. Transferred to regular account and remains a customer.

Stuebenville  
(2-13-58)

Nahi's Shoe Store

This store closed.

Toledo  
(3-7-55)

Jamro Bootery, 1241 Searles Road

Small volume of purchases from Brown. This store closed in March 1955, and its stock was moved to new location at 401 Hawley. Transferred to regular account and later ceased purchasing from Brown.

Youngstown  
(1-17-55)

Masters Shoe Store, 2724 Market Street

This store was closed.

OregonAshland  
(11-27-56)

B. B. Shoe Dept., c/o Park View Dept.

This leased department closed in November 1956, and was reopened February 1957 and added to the Franchise Program again.

Forest Grove  
(6-17-55)

Gimre's Shoe Store

Store handled shoes which conflicted with Brown shoes. Transferred to regular account and remains a customer.

Hermiston  
(12-31-56)

David's Shoes, 175 Main Street

This store closed.

Klamath Falls  
(12-31-56)

Arbuckles, Inc., 717 Main St.

This store closed.

Portland  
(11-14-57)

Roblee Shoe Store, 525 Washington St.

This store closed.

Oregon (Cont.)

Prineville  
(2-6-58)

Walters Shoe Store, 123 W. Third

Purchases from Brown decreased to a very small volume.  
Store carried shoes which conflicted with Brown shoes.  
Transferred to regular account and customer later ceased  
purchasing from Brown.

Alabama

Pryor  
(6-26-57)

Rudy's Shoe Store, 226 E. Graham

This store was closed.

Pennsylvania

California  
(7-17-57)

Nahi's Shoe Store

This store closed.

De Bois  
(8-13-56)

Shugarts Shoes, 33 N. Brady

This store closed.

Huningdon  
(3-12-58)

Heydricks Shoes, 713 Washington

Customer requested removal from the franchise program.  
Transferred to regular account and remains a customer.

E. Pittsburgh  
(7-29-55)

Kamps Shoe Store, 102 Electric

Volume of purchases from Brown decreased as store was being  
closed. Finally store was sold.

Scottdale  
(4-14-55)

Nahi's, c/o Millers Department Store

This leased department closed.

Rhode Island

Newport  
(4-15-57)

Konrad's, Inc., 204 Thames Street

This store closed. It went into bankruptcy.

South Dakota

Vermillion  
(8-17-57)

Vollmar and Campbell

The store closed.

Wisconsin

Kingsport  
(11-17-55)

Harrison Shoe Store, 158 Broad Street

This store closed.



Tennessee (Cont.)

Memphis  
(1-29-58)

Wachters Shoe Store, 3401 Summer Ave.

Customer requested removal from the franchise plan.  
Transferred to regular account and remains a customer.

Nashville  
(8-17-56)

Grimes Shoe Department

This was a leased department. The department store was sold, and the new owner cancelled the lease.

Selmer  
(6-27-55)

Selmer Shoe Store, 113 West Court Avenue

This store closed.

Texas

Amarillo  
(8-2-56)

Kenyon's, 1100 S. Grand

This store did not open.

Beaumont )  
Port Arthur )  
Port Arthur )  
(7-26-55)

643 Orleans Street  
Scuddy's Shoe Store, 1936 - 9th Street  
431 Proctor

These Scuddy's stores were never actually operated as franchise stores in accordance with the Franchise Program. They were removed from the program by mutual assent between the owner and the manager of Brown's Franchise Division.

Graham  
(4-15-57)

Stones Shoe Store, 505 W. 4th Street

This store was sold.

Lubbock  
(12-31-56)

Rodgers Shoes, Inc., 1306 Broadway

This store closed.

San Antonio  
(2-21-57)

Vernon's Shoes

This store never did open.

Texarkana  
(8-19-57)

Mathison Shoe Store, 206 W. Broad

This store was sold.

Wichita Falls  
(8-22-55)

Jones Shoe Store, Inc., 715 Eighth St.

This store closed because the lease expired and could not be renewed.

Waco  
(2-21-57)

Binns Bootery, 600 Austin Ave.

This store closed. It went into bankruptcy.

Irrinia

Winchester  
(2-28-57)

Stroder's Valley Shoe Salon, 179 N. Landown St.

This store was closed.

Washington

Moses Lake  
(3-14-55)

Chases Shoe Store, 117 E. Broadway

This store was under capitalized which made its purchases from Brown in a small volume and created a credit problem. Transferred to regular account and finally dropped because of poor credit.

Pullman  
(10-8-57)

Schmitz Shoes, 131 Main Street

Purchases from Brown decreased to a small volume. Customer was a credit problem. He increased his purchases of shoe lines other than Brown in order to obtain easier credit terms. Some of these other lines were in conflict with Brown lines. Transferred to regular account and later stopped purchasing altogether.

Puyallup  
(8-1-56)

Anderson Shoe Store

This store was sold.

Seattle  
(1-1-57)

Dahl's #2 Shoe Store, 4507 University Way

Customer requested removal from franchise program. Not transferred to regular account because customer then used store for a place to sell shoes bought in volume as "closeouts".

Seattle  
(4-3-57)

Roblee Shoe Store

This store became insolvent and Brown lost money then due. Store closed.

Tacoma  
(4-3-57)

Lundquist Lilly Shoe Department

The store closed due to insolvency.

West Virginia

Point Pleasant  
(7-30-56)

Shoe Center, Inc.

Small volume of purchases from Brown and did not submit monthly reports. Transferred to regular account and remains a customer.

Wisconsin

Antigo  
(3-11-55)

B & M Bootery

This company was removed from the franchise program for failure to submit monthly reports, general lack of cooperation with the program, and handling shoes which conflicted with Brown shoes. The company returned to the franchise program in April, 1955.

Wisconsin (Cont.)

Chippewa Falls)  
 Eau Claire )  
 Marshfield )  
 (2-8-35)

Colbert Shoes

Stores did not submit monthly reports. They also had shoes which conflicted with Brown shoes. Transferred regular account and remains a customer.

Green Bay  
 (8-12-57)

L. M. Breitenbach Shoe Department, c/o Newmans

This department was closed.

Platteville  
 (2-1-56)

Gills Shoe Store, 28 Main St.

This store was sold.

To: BROWN FRANCHISE DIVISION Report No. \_\_\_\_\_  
Field Representative's Report Date \_\_\_\_\_

To: Curtis FROM: Bill MacDonald.

Store Name Alexander's Sice Store Mgr. or Person Contacted:

City & State Cambridge, Gto. Mike and Bob Alexander.

Date Call Made 8-26-57 Date Last Call Made First

Purpose of Call: Merchandising

### IMPORTANT ITEMS TO CHECK

Order File Checked----- Yes ☒ No ☐

Monthly Reports Current----- Yes ☐ No ☒ If not, explain reason in report.

Cash Discounts Taken----- Yes ☒ No ☐ If not, explain reason in report.

ing OTB and Sales Plan----- Yes ☐ No ☐ Only partially

Interior Displays Adequate- Yes ☒ No ☐

Window Displays Satisfactory-- Yes ☒ No ☐

### Physical Appearances:

Front--I--- Satisfactory ☒ Needs Remodeling \_\_\_\_\_

Interior-- Satisfactory ☒ Needs Remodeling \_\_\_\_\_

Sales Personnel----- Good ☒ Fair ☐ Poor ☐

Year's Volume: \$ \_\_\_\_\_ This Year's Increase To Date July \$ 301.00

\*(Month)

This Year's Loss To Date \$ \_\_\_\_\_

\*(Month)

(\*Indicate Through What Month)

ENCOURAGE CONCENTRATION ON B.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

## Field Representative's Report

Page 3

## OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

This store, while on Franchise, uses our system only on a partial basis, and at the time of this contact, reports had only been completed through May. Bob Alexander keeps these reports, states he has been away on vacation, and since returning from same, had not had an opportunity to bring the figures up to date. Only the pairs in detail on the reports are maintained, the store having an accountant prepare the financial statement, supposedly on a monthly basis. The figures quoted in this report, are those obtained from available records in the store, and are as near accurate as we could obtain.

The stores volume to date is approximately \$47,000 through July, showing a slight increase of \$300.00 over the same period of a year ago. The store is working out of an overstocked condition that has existed for some time, and while the inventory figure of \$45,000 is in excess of that shown for the same period a year ago, it does not represent the true picture. The inventory figure shown a year ago, represented the value of stock, after depreciation had been taken. This year's figure does not show the depreciation that has actually been taken, but not applied against the inventory. Bob Alexander tells me he has taken around \$6,000 in markdowns since the first of the year, which, had it been applied, would show the actual inventory figure at this time as \$39,000. Depreciation has not been taken into consideration upon the advice of his accountant.

The store will do \$170,000 this year, and this volume based on a two time turn would warrant an average inventory of \$30,000, and taking into consideration this is the peak period, the inventory is not in too bad a condition. Definite progress is being made in bringing the inventory in line.

Outside lines were analyzed, and the unprofitable performance of these lines pointed out to the management. One line of ladies shoes that was bought in 8 patterns last spring, was cut to 4 patterns for the Fall buy, and will be reduced even further for next Spring's buy.

Management has made the request that I return in time to prepare a Spring Open-to-Buy, and Dollar Buying Guide, stating they feel badly in need of this service. Bob Alexander said he would make a sincere effort to render our reports on a complete basis, when I set him up properly after inventory.

Bob Sullivan, Life Stride salesman was present during this contact, and was helpful and very cooperative.

Report No. 3148  
 Date March 14, 1958

T. R. CURTIS FROM: BOB TAYLOR

Store Name NOLAN'S Mgr. or Person Contacted:

City & State AUBURN, N. Y. CLARENCE NOLAN

Date Call Made 3/ 14/ 58 Date Last Call Made FIRST

Purpose of Call: Get acquainted call and to talk about replacing  
Piancees with Life Stride shoes

# IMPORTANT ITEMS TO CHECK

Order File Checked----- Yes        No         
 Monthly Reports Current----- Yes        No X If not, explain reason in report.  
 Cash Discounts Taken----- Yes X No        If not, explain reason in report.  
 Selling OTB and Sales Plan----- Yes        No         
 Interior Displays Adequate- Yes X No         
 Window Displays Satisfactory- Yes X No       

## Physical Appearance:

Front----- Satisfactory X Needs Remodeling X  
 Interior--- Satisfactory X Needs Remodeling       

Sales Personnel----- Good X Fair        Poor       

Last Year's Volume: \$        This Year's Increase To Date \$

Reporting store This Year's Loss To Date \$  
 \* (Month)         
 \* (Month)       

(\*Indicate Through What Month)

ENCOURAGE CONCENTRATION ON B.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

Field Representative's R 3148

Nolan  
Auburn, N.Y.

Page 3

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

The only problem in this store, in-so-far as we are concerned, is the presence of <sup>an</sup> out side line of shoes. Tom and I talked with Clarence about this and he agreed to give the Life Stride serious consideration before buying next season. Apparently he was not aware of the strength of Life Strides ~~xxxx~~ and the strong position it holds in the stores.

I will do everything possible to get this other line out of the store.

(Frances)

fat.

[fol. 111E]

## COMMISSION EXHIBIT 32

September 25, 1958.

Max Holt

Re: Mathieu's Shoe Store, Greenfield, Massachusetts

I have your recent Field Report in which you explain that this store has not operated as a Franchise Unit since George Mathieu acquired it and that if his thinking cannot be changed, you recommend we discontinue the account as a Franchise Unit.

Max, when you say that this store is not operated as a Franchise Store, are you referring to the fact that our record system is not being used, or are you referring to other phases of the operation?

If it is the fact that our bookkeeping system is not being used, I do not think we should discontinue the account out of our division just for this reason.

As you know, there are many of the accounts in your territory which are not using our complete record system and I do not think it is advisable to be discontinuing accounts for this reason. A lot of these accounts were accepted on the basis that it would not be necessary for them to use our bookkeeping system. Of course, in the future when a new store is set up we definitely want our complete bookkeeping and merchandising system installed.

Tom Curtis, Franchise Division.

TC:LB



## COMMISSION EXHIBIT 33

September 27, 1958.

Tom Curtis

Re: Matheius Shoes, Greenfield, Mass.

Dear Tom:

Tom the reasoning in regards to the above account was based on him having too many lines in the store. Namely, Fiancees, Town & Country, conflicting price-wise with ours. [fol. 112E] I haven't had an opportunity to have a discussion with Mr. Mathieu, as I only met him briefly on my first visit there and then he was very cold and curt. The boys in the store said he and MacEnaney had some differences of opinion when he bought the store, and he has had no use for Franchise from then.

He has another store in Southbridge, Mass. where he devotes his time too and I will have to see him there, in order to get enough time from him to soften him up.

I didn't mean for my report to convey that I was recommending he be dropped when as yet I haven't had the opportunity to try to overcome his wrong impressions.

Sincerely, —, —.

By To: BROWN FRANCHISE DIVISION Report No. 6138  
Field Representative's Report Date June 14, 1958

By: Tom Curtis FROM: Bob Taylor  
Core Name SHADDOCK'S Mgr. or Person Contacted:  
City & State CANANDAIGUA, N.Y. JACK SHADDOCK  
Date Call Made June 10, 1958 Date Last Call Made June 2, 1958  
Purpose of Call: Inventory and adjustment sheets

IMPORTANT ITEMS TO CHECK

Order File Checked Yes No ☒  
Monthly Reports Current Yes No ☒ If not, explain reason in report.  
Cash Discounts Taken Yes ☒ No If not, explain reason in report.  
Using OTB and Sales Plan Yes No ☒  
Interior Displays Adequate-----Yes ☒ No  
Window Displays Satisfactory Yes ☒ No  
Physical Appearance:

Front-----Satisfactory ☒ Needs Remodeling  
Interior-----Satisfactory ☒ Needs Remodeling

Sales Personnel-----Good ☒ Fair Poor

Last Year's Volume: \$ 90,000 This Year's Increase to Date \$  
\*(Month)  
This Year's Loss To Date \$  
\*(Month)

(\*Indicate Through What Month)

ENCOURAGE CONCENTRATION ON B.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

698

[fol: 114E]

Commission Exhibit 34-B.1

Field Representative's Report  
6138shaddocks  
canandaigua, n.y.

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS--(Explain in Detail)

This inventory when completed, showed that it amounted to slightly more than \$ 45,000. This included a large shipment of Rubber Footwear scheduled for this fall.

The figures also revealed that the inventory was heavy by \$ 12,000 to \$ 15,000 for their normal requirements. The reason for this, according to Jack, was a drop in volume by \$ 10,000 under the previous year, and his inability to secure good salespeople. Jack now has a young man, a former employee, who is a good salesman and who will also be a big help to Jack with his help in buying and stock control.

A good portion of Jack's inventory represents spot shoes from outside lines and in talking with Jack he admits that these represent a small percentage of his sales andxxxxx and are not needed. In most cases they amount to overlapping patterns. Three lines of shoes will xxx be eliminated this coming season.

This inventory also shows that fringe shoes are bought in excess and not enough attention to the middle- of- x the- road patterns where sizes are important. Jack showed a great willingness to discuss these problems and an equal willingness to correct the situation.

It was suggested to Jack that with his present volume, he could use one more salesperson, possibly a lady, one who could not only sell, but who could take care of the mailing list and keep it up to date. Also to make it possible for two people to be on the floor during lunch hours. Unlike most stores, this store is understaffed."

The reports are being prepared and will all be in your hands shortly. These monthly reports, Jack says, will be kept up-to-date from now on.

Bob

By To: BROWN FRANCHISE DIVISION Report No. 7168  
 Date: Field Representative's Report Date  
 Name: Tom Curtis FROM: Bob Taylor  
 Store Name Whites Shoe Store Mgr or Person Contacted:  
 City & State Lancaster, N. Hampshire Mrs. Doris White  
 Date Call Made July 16, 1958 Date Last Call Made 5/27/58

Purpose of Call: To check inventory and advise sales procedure  
for summer clearance

#### IMPORTANT ITEMS TO CHECK

Order File Checked-----Yes      No x  
 Monthly Reports Current-----Yes      No x If not, explain reason in  
 report.  
 Cash Discounts Taken-----Yes      No x If not, explain reason in  
 report.  
 Selling OTB and Sales Plan-----Yes      No x  
 Store Interior Displays Adequate-Yes x No       
 Window Displays Satisfactory---Yes x No     

#### Physical Appearance:

Front-----Satisfactory x Needs Remodeling       
 Interior      Satisfactory x Needs Remodeling     

Sales Personnel-----Good x Fair      Poor     

Last Year's Volume: \$ 34,000 This Year's Increase to Date      \$  
no reports This Year's Loss To Date      \$  
 \*(Month) \*(Month)

(\*Indicate Through What Month)

COURAGE CONCENTRATION ON B.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

700

[fol. 116E]

Commission Exhibit 35-B.

Whites  
Lancaster, N. H.

Field Representative's Report 7158

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS--(Explain in Detail)

Dear Dick,  
Late Monday afternoon, after talking with you on the phone, everything was shaping up nicely at Carbones, in Gouverneur. I decided to sandwich this call in as I had promised Mrs. White to see her.

Here are some of the things accomplished.

1. Went over entire spring and summer shoes line to be put on sale and established prices and shoes to be moved.
2. Discussed proper methods of putting on a successful sale.
3. Established need for running inventory according to classification, heel height and colors. (There has never been a system used in this store because those folks bought the store and they were totally unfamiliar with the shoe business and no one took the time to tell them any better.)
3. Discussed with Mrs. White the importance (again) of keeping the pairage record and getting her reports in on time.
4. Spent time going over her books and advising her on how to make certain entries so that her books would reflect the proper expenses occurred in the business.
5. Again, the importance of reducing her inventory and putting her buying on a mail-order basis was discussed and she is in complete agreement.
6. Outside lines were discussed and she also agrees that most are not necessary and will be discontinued. This will eliminate many over-lapping patterns and types that she does not need in this low-volume store.

If Mrs. White will carry through on the recommendations made to her, she will eventually work out of her over-bought condition and become current with her bills. It had been my intention to take a complete inventory. However, the inventory is so mixed up it would take a week or more. The Whites say that they can find the shoes so sometime later, after they have reorganized and have sold a good percentage of the shoes now on hand, an inventory will be made. Right now it is useless to spend the time it would require. I say this because the selling floor is small and three-fourths of the shoes are in the basement which really makes it a tough job.

Bob Lapin is aware that Mrs. White is to buy in small quantities on a fill-in basis.

Bob

June 27, 1958

Re: George Croker

From: Tom Curtis

Re: Shugart's Shoes, Clearfield & Philipsburg, Pennsylvania

This week our Buster Brown sales representative, Frank Cirra, called me and among various things discussed, he advised that he had just learned that Orville Shugart plans to buy American Girl line for Fall.

George, let's get into this immediately and head this off before the shoes are received in the store. As you know, if the American Girl line is purchased, this will not be in keeping with our Franchise Program.

C:LB

Copy To:

BROWN FRANCHISE DIVISION

Report No. 5128

Field Representative's Report

Date May 14, 1958

TO: Tom Curtis

FROM: Bob Taylor

Store Name Green's Dept. Store

Mgr. or Person Contacted:

City &amp; State Middletown, New York

John Ward

Date Call Made May 12, 1958

Date Last Call Made Feb. 12, 1958

Purpose of Call: Pairage- Open To Buy Guide

IMPORTANT ITEMS TO CHECKOn Order File Checked— Yes ☒ No ☐Monthly Reports Current— Yes ☒ No ☐ If not, explain reason in reportCash Discounts Taken— Yes ☒ No ☐ If not, explain reason in reportUsing OTB and Sales Plan— Yes ☒ No ☐Are Interior Displays Adequate— Yes ☒ No ☐Window Displays Satisfactory— Yes ☒ No ☐

## Physical Appearance:

Front— Satisfactory ☒ Needs Remodeling ☐Interior— Satisfactory ☒ Needs Remodeling ☐Sales Personnel— Good ☒ Fair ☐ Poor ☐Last Year's Volume: \$ \_\_\_\_\_ This Year's Increase To Date \$ \_\_\_\_\_  
e(Month)

New Store

This Year's Loss To Date \$ \_\_\_\_\_  
e(Month)

(Indicate Through What Month)

ENCOURAGE CONCENTRATION ON P.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

Field Representative's Report 5128

Green's Dept Store  
Middletown, N. Y.

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS--(Explain in  
Detail)

Since joining the Franchise program last August 1957, this department has shown continued progress and the owner and manager are satisfied that the business should continue to grow.

Because of the lines previously carried in womens shoes, this department has been weak in style patterns and needs to develop and promote the Naturalizer and Life Stride lines to capture this business. This was discussed and for fall, they plan to use our national promotions and more local advertising.

It was decided that the T.O. for these two lines would not be figured higher than 1.5 to afford them more shoes and correct it to a higher figure as business improved. It was noted however, that the spring sales on these two lines were much improved over last falls sales, indicating that in another year they should do very well.

In the Buster Brown line the present turnover is 3.3. The C T B was planned at 2. because it was felt that sales were being missed or shoes being misfitted due to lack of inventory.

Sales in outside lines, that seemed important to them on my last call, show that they are not needed and for the most part, will not be carried in the future. The excess inventory will be reduced by the elimination of these lines.

The addition of a new city parking lot next to this store should also help to increase the volume here.

Bob



704

[fol. 120E]

COMMISSION EXHIBIT 38-A.

Copy To: BROWN FRANCHISE DIVISION Report No. 244  
Bob Lapin Field Representative's Report Date April 26, 1958

TO: Franchise Division FROM: T. R. Forgan  
 Store Name Ward's Bootery Mgr. or Person Contacted:  
City & State Chanute, Kansas Bob Ward  
 Date Call Made April 24, 1958 Date Last Call Made \_\_\_\_\_

Purpose of Call: Open-to-buy

#### IMPORTANT ITEMS TO CHECK

On Order File Checked----- Yes X No \_\_\_\_\_  
 Monthly Reports Current----- Yes \_\_\_\_\_ No X If not, explain reason in report.  
 Cash Discounts Taken----- Yes \_\_\_\_\_ No X If not, explain reason in report.  
 Using OTB and Sales Plan----- Yes X No \_\_\_\_\_  
 Are Interior Displays Adequate- Yes X No \_\_\_\_\_  
 Window Displays Satisfactory--- Yes X No \_\_\_\_\_

#### Physical Appearance:

Front----- Satisfactory X Needs Remodeling \_\_\_\_\_  
 Interior-- Satisfactory X Needs Remodeling \_\_\_\_\_

Sales Personnel----- Good \_\_\_\_\_ Fair X Poor \_\_\_\_\_

Last Year's Volume: \$47,759.00 This Year's Increase To Date March \$720.00  
 \*(Month)

This Year's Loss To Date \$ \_\_\_\_\_  
 \*(Month)

(\*Indicate Through What Month)

ENCOURAGE CONCENTRATION ON B&C LINES AND ELIMINATION OF CONFLICTING LINES

Old Representative's Report

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

Attached please find the pairage open-to-buy and operating guide covering the period from April 1st to December 31, 1958 for Ward's Bootery.

For the first three months they are ahead in sales by \$700.00 however when April figures are in they will be behind by about \$200.00. In planning his sales for the balance of 1958 we planned the same volume as last years with the exception of December. It is our hope that an all out sale, such as we have had for the past two years, will not be necessary this year.

His inventory is about \$7000.00 lower than it was at this time last year however his indebtedness to the trade, as of March 31st, is still too high, \$6633.00. It is going to take him until sometime in August to get current.

In August last year he received \$7000.00 worth of shoes and this really put him in the hole. For the months of August, September and October last year he received \$13,000.00 worth of merchandise and this year we plan on receiving only \$10,000.00. Even by reducing his purchases for these three months by \$3000.00 he is still going to have a little trouble in earning discounts.

The salary and miscellaneous expenses for this store have always been high. He has a full time lady and a boy that works part-time. I recommended that he let the boy go as their volume does not justify the extra help. This will be done this week-end. I also cautioned him again to place a better control on his miscellaneous expenses.

In addition to purchases of \$3000.00 that he has received this month, he has another \$1500.00 on order. Some of these shoes were due in March so he has revised these orders and it is possible that he will be in a better financial condition at the end of July than the plan shows.

He has already discontinued Heydays and will drop Jolene Williams, and Show Offs for fall. He is concentrating more on our lines each season.

Every other trip to this store Bob Ward decides to sell the store. This was the trip for this discussion. This time however he was more determined to sell than on any other call. I told him that if this was the way he felt that the thing for

706 [fol. 122E]

## COMMISSION EXHIBIT 39-A.

Copy To:

BROWN FRANCHISE DIVISION

Report No. 242

Bob Lamin

Field Representative's Report

Date April 22, 1958

TO: Franchise Division

FROM: T. R. Forgan

Store Name Junior Boot Shop

Mgr. or Person Contacted:

City &amp; State Springfield, Mo.

Bill O'Neill

Date Call Made April 21, 1958

Date Last Call Made

Purpose of Call: Open-to-buy

IMPORTANT ITEMS TO CHECKOn Order File Checked----- Yes ☒ No ☐Monthly Reports Current----- Yes ☒ No ☐ If not, explain reason in reportCash Discounts Taken----- Yes ☒ No ☐ If not, explain reason in reportUsing OTB and Sales Plan----- Yes ☒ No ☐Are Interior Displays Adequate- Yes ☒ No ☐Window Displays Satisfactory----- Yes ☒ No ☐

Physical Appearance:

Front----- Satisfactory ☒ Needs Remodeling ☐Interior----- Satisfactory ☒ Needs Remodeling ☐Sales Personnel----- Good ☐ Fair ☒ Poor ☐

Last Year's Volume: \$ 27,233.18 This Year's Increase To Date March \$

\*(Month)

This Year's Loss To Date \$

\*(Month)

(\*Indicate Through What Month)

EMPHASIS ON CONCENTRATION ON B.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

old Representative's Report

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

For the first three months of 1958 this store is showing a 50% increase. They will go over April figures of last year by 10% and for the first quarter they will show an increase of 30%. The attached operating guide and open-to-buy in pairs was based on a 30% increase for the balance of the summer and then we dropped it down to 20%.

The loan of \$1000.00, that is shown on the operating guide, will be due July 31st and they plan on renewing it at that time. This store is still undercapitalized and additional capital will be needed in September. Mr. O'Neill does not believe that his uncle will be willing to invest more money at that time but he will get a short-term note from the bank.

Concentration on fewer lines and less patterns was discussed and will be applied more this fall. Dubs are to be discontinued and Shelby Arch type shoes are to be replaced with Proper-tail.

The importance of buying only stock shoes was also discussed and he agreed that this should be done.

Because of the increased volume his expenses are falling more in line percentage wise. His salaries are still too high but he feels that he cannot operate for less. I cautioned him to hold his purchases down to the bare minimum between now and July in order to reduce his inventory and be in a better financial position going into fall. His inventory will be at least \$1500.00 heavy at the close of April.

Based on our plan, which Bill O'Neill and I both feel is realistic, this store will do \$34,000.00 this year compared to \$27,233.00 last year.

CC: Mr. Bob Lapin

February 18, 1958

Mr. T. R. Forgan

Re: Lloyd's Shoes  
Wichita, Kansas, Great Bend, Kansas

Here is a serious situation that I think requires a trip for you in the near future. Both of these stores continue to show steady declines in purchases of Brown Shoe Company lines, in spite of an increase in total retail volume.

I understand that he has put in Great Northern shoes that directly conflict with our Pedwins.

I think it is time for a forthright discussion with Mr. Bump on what we attempt to accomplish with dealers who operate their business on our Franchise Program. If he does not see the wisdom of going along with the thought of operating these stores more progressively, avoid directly conflicting purchases, then I think we have no other alternative than to ask him to withdraw from the program.

According to our records you have not called on these stores since May, 1957, T. R., and if it is possible to have Lloyd Bump go along with some of your good recommendations then I feel that you are going to have to call on these stores more often so as to keep in closer contact.

I know that you want to do everything possible to avoid losing a \$55,000 to \$60,000 in shipments into your territory, so let's give this a good strong effort and see what can be accomplished.

Please let me hear from you in detail after you visit with Mr. Bump.

Dick Johnston, Franchise Stores Division.

JRJ:cl

## BROWN FRANCHISE DIVISION

Report No. 221

## Field Representative's Report

Date February 28, 1958To Dick JohnstonFROM: T. R. ForganStore Name Lloyd's Shoes

Mgr. or Person Contacted:

City & State Wichita, KansasLloyd BumpDate Call Made February 28, 1958

Date Last Call Made \_\_\_\_\_

Purpose of Call: To discuss decrease in our shipments into both  
of Mr. Bump's stores.

IMPORTANT ITEMS TO CHECKOrder File Checked \_\_\_\_\_ Yes X No \_\_\_\_\_Monthly Reports Current \_\_\_\_\_ Yes X No \_\_\_\_\_ If not, explain reason in report.Cash Discounts Taken \_\_\_\_\_ Yes \_\_\_\_\_ No X If not, explain reason in report.Filing OTB and Sales Plan \_\_\_\_\_ Yes \_\_\_\_\_ No XStore Interior Displays Adequate- Yes X No \_\_\_\_\_Window Displays Satisfactory- Yes X No \_\_\_\_\_

## Physical Appearance:

Front \_\_\_\_\_ Satisfactory X Needs Remodeling \_\_\_\_\_Interior \_\_\_\_\_ Satisfactory X Needs Remodeling \_\_\_\_\_Sales Personnel \_\_\_\_\_ Good \_\_\_\_\_ Fair X Poor \_\_\_\_\_Last Year's Volume: \$ 66,124.00 This Year's Increase To Date Jan. \$ 105.00

\*(Month)

This Year's Loss To Date \_\_\_\_\_

\*(Month)

(\*Indicate Through What Month)

ENCOURAGE COOPERATION ON A.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

Sole Representative's Report

Page -2-

~~OBSERVATIONS—ANALYSIS—RECOMMENDATIONS—ACCOMPLISHMENTS~~ -- (Explain in Detail)

There are several reasons why our shipments have fallen off in these two stores and conflicting lines account for a very small per cent of it. In the ladies lines the biggest loss is because Life Strides were discontinued in both stores. I personally believe the Great Bend store could sell these shoes but I haven't been able to get through to Lloyd on this. The Wichita store does not have the location or traffic necessary to sell style shoes. This change cost us better than \$8000.00 in shipments. He has not replaced Life Strides with another line. He does have a few Miracle Tread mama shoes in addition to Air Steps.

The children shoe business at the Wichita store has really slipped. He had the merchandise but he just didn't get the young mother into this store. He could have done better had he used birthday cards, reminder cards, and gone out after the business. Whether he could have done enough business to justify the inventory is debatable. Anyway, now he has transferred all of his children shoes to Great Bend. Last year when the Dodge City store closed most of the shoes were transferred to Great Bend and a large part of these were Busters. As a result of this transfer Busters shipments last year fell off almost \$5000.00 and now with the transfer from Wichita to Great Bend, Buster shipments will again be effected.

The Dodge City store closing not only hurt Busters shipments but was felt by all divisions. Basic shoes were pulled out before the sale and transferred to the other stores.

He has bought some \$3.00 flats for summer. When I questioned him about this he told me that the salesman did not call on him and that he didn't know what the Robin Hood division had. That he did not get any price list, catalog or anything from that division. I personally believe it is a clash of personalities between the Robin Hood salesman and Lloyd. I have passed this information on to the salesman and he has assured me that he would call on Lloyd. He said he has called on Lloyd before but was unable to get an order out of him.

Lloyd gave me the following reasons for putting in the Great Northern line.

1. Pedvins were priced to close to Robless.
2. He needs some shoes to sell at \$8.95
3. He can get a better markup on Great Northern. (He pays \$5.05 & \$5.35 pair).
4. His customers want leather soles.

To you and to me none of these reasons make sense, but to Lloyd Bump they do. I am sure you have met Lloyd and know that he is a pretty hard headed man.

Dick, I don't want to lose these two stores but neither do I like to see our lines kicked around. I would like to keep them on our program for another season and see if I can't get Robin Hood back in both of these stores. Also I have some of our Life Strides back in at Great Bend.



March 11, 1958.

T. R. Forgan

Re: Bump Shoe Stores  
Wichita and Great Bend, Kansas

I have been out of the city for the past ten days . . .  
since the delay in acknowledging yours of February 28th  
regarding your visit to the above stores.

I know we can't do too much about the shipments to  
these stores where it involves absorbing certain merchan-  
dise from our lines when the Dodge City Store was closed.  
We certainly have to live with this situation until Mr.  
Bump is able to work these shoes out. That is, of course,  
he is not going to hold on to them from now until eter-  
nity.

The one very important point that concerns me, T. R., is  
that you say he can get a better mark up on men's Great  
Northern shoes and that his customers want leather soles.  
If this be the case and he is determined to continue to  
carry Great Northern instead of Pedwin, then we have no  
other alternative than to ask him to withdraw from the  
Franchise Program.

You say you would like to keep these stores on the  
program for another season and see if we can't get Robin  
Hood and Pedwin back in both of these stores.

While you give us Lloyd Bump's expression regarding  
Great Northern you say nothing as to whether or not he  
will replace these shoes with Pedwins starting with the  
Fall Season.

Please let me hear from you so that my letter to him  
on the subject can be guided accordingly.

It just looks to me, T. R., as though these stores are  
drifting farther and farther away from our lines and the  
longer we live with the situation, the worse it might get.

Dick Johnston, Franchise Stores Division.

RJ:c]



712 [fol. 128E]

## COMMISSION EXHIBIT 43-A.

Copy To: BROWN FRANCHISE DIVISION Report No. 157  
 \_\_\_\_\_ Field Representative's Report Date November 9, 1957

TO: Franchise Division FROM: T.R. Forgan  
 Store Name Brungardt Shoes Mgr. or Person Contacted: \_\_\_\_\_  
 City & State Pratt, Kansas Tom Brungardt  
 Date Call Made November 8, 1957 Date Last Call Made \_\_\_\_\_

Purpose of Call: General Merchandising

### IMPORTANT ITEMS TO CHECK

On Order File Checked----- Yes X No \_\_\_\_\_  
 Monthly Reports Current----- Yes X No \_\_\_\_\_ If not, explain reason in report.  
 Cash Discounts Taken----- Yes X No \_\_\_\_\_ If not, explain reason in report.  
 Using OTB and Sales Plan----- Yes \_\_\_\_\_ No X \_\_\_\_\_  
 Are Interior Displays Adequate- Yes \_\_\_\_\_ No X \_\_\_\_\_  
 Window Displays Satisfactory--- Yes X No \_\_\_\_\_  
 Physical Appearance:

Front----- Satisfactory X Needs Remodeling \_\_\_\_\_  
 Interior-- Satisfactory X Needs Remodeling \_\_\_\_\_

Sales Personnel----- Good \_\_\_\_\_ Fair X Poor \_\_\_\_\_

Last Year's Volume: \$58,561.00 This Year's Increase To Date \_\_\_\_\_ \$ \_\_\_\_\_  
 \*(Month)  
 This Year's Loss To Date October \$834.00  
 \*(Month)

(\*Indicate Through What Month)

ENCOURAGE CONCENTRATION ON E.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

Field Representative's Report

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

This store was behind in sales for the first four months of the year however they had a \$500.00 increase for May and are \$142.00 ahead of last years sales going into June.

Tom is very optimistic about fall business and is shooting for a \$5000.00 increase.

Concentration on fewer lines was discussed and it was decided to discontinue Golo dress flats and Grinnell sports.

Life Strides have been bought for fall for the first time in several seasons. They had been discontinued several seasons back because of their inability to ship and Tom said what they did ship was late. Another thing that I am sure had some bearing on the discontinuing of this line was personalities. Personalities do clash and they did in this case. I assured Tom that Life Stride deliveries had been excellent the past several seasons and that the shoes he bought would be delivered, and on time. His opening order was for 170 pairs.

Tom does an excellent job of merchandising and his windows and interior displays are always effective. His monthly reports are always up to date and filled out completely. He studies his reports thoroughly and derives many benefits from them.

Birthday cards are sent out daily and in all Tom does a very good job of managing this store.

Copy To:

BROWN FRANCHISE DIVISION

Report No. 116

Field Representative's Report

Date June 5, 1957TO: Franchise DivisionFROM: T. R. ForganStore Name Brungardt's

Mgr. or Person Contacted:

City & State Pratt, KansasTom BrungardtDate Call Made June 4, 1957

Date Last Call Made \_\_\_\_\_

Purpose of Call: General MerchandisingIMPORTANT ITEMS TO CHECKOn Order File Checked \_\_\_\_\_ Yes x No \_\_\_\_\_Monthly Reports Current \_\_\_\_\_ Yes x No \_\_\_\_\_ If not, explain reason in repCash Discounts Taken \_\_\_\_\_ Yes x No \_\_\_\_\_ If not, explain reason in repUsing OTB and Sales Plan \_\_\_\_\_ Yes \_\_\_\_\_ No xAre Interior Displays Adequate- Yes x No \_\_\_\_\_Window Displays Satisfactory- Yes x No \_\_\_\_\_

Physical Appearance:

Front- Satisfactory x Needs Remodeling \_\_\_\_\_Interior- Satisfactory x Needs Remodeling \_\_\_\_\_Sales Personnel- Good x Fair \_\_\_\_\_ Poor \_\_\_\_\_Last Year's Volume: \$ 58,561.00 This Year's Decrease To Date May \$ 142.00

\*(Month)

This Year's Loss To Date

\*(Month)

(\*Indicate Through What Month)

ENCOURAGE CONCENTRATION ON E.S.C. LINES AND ELIMINATION OF CONFLICTING LINES

Field Representative's Report

Page -2-

OBSERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

This store was behind in sales for the first four months of the year however they had a \$500.00 increase for May and are \$142.00 ahead of last years sales going into June.

Tom is very optimistic about fall business and is shooting for a \$5000.00 increase.

Concentration on fewer lines was discussed and it was decided to discontinue Golo dress flats and Grinnell sports.

Life Strides have been bought for fall for the first time in several seasons. They had been discontinued several seasons back because of their inability to ship and Tom said what they did ship was late. Another thing that I am sure had some bearing on the discontinuing of this line was personalities. Personalities do clash and they did in this case. I assured Tom that Life Stride deliveries had been excellent the past several seasons and that the shoes he bought would be delivered, and on time. His opening order was for 170 pairs.

Tom does an excellent job of merchandising and his windows and interior displays are always effective. His monthly reports are always up to date and filled out completely. He studies his reports thoroughly and derives many benefits from them.

Birthday cards are sent out daily and in all Tom does a very good job of managing this store.

(Handwritten.)

Prague Shoe Company  
New London, Conn.  
(New Store)

Brown Franchise Division  
Inter-Company Correspondence.

Date: Feb. 4, 1957

Re: New London Agreement

To: Lou Carroll

From: McEnaney

I am returning the agreements for Prague's New London store. Westport needed to be added due to the elimination of some classifications from the Life Stride line. Various Vogues are still planned to be carried starting in the summer season so they should be included. He has been urging us to allow him to carry "Town and Country" which is profitable for him in Willimantic and has been refused. I am leaving Risque in as a cushion for this problem. Tim will have to settle that problem.

## COMMISSION EXHIBIT 46.

Brown Franchise Division  
Inter-Company Correspondence.

Date: May 21, 1957

Copy To: Bob Lapin

Re: McCrum-Maupin  
Ft. Scott, Kansas

To: Dick Johnston

From: T. R. Forgan

I arranged a meeting with McCrum and Maupin which I was at the Kansas City shoe show.

I understand that Glen Maupin called you last week and that you agreed to go along with them for another season.

They assured me that they would concentrate more on  
r lines for fall. Their plans are to buy one style from  
paradise Kittens and about two styles in Arch shoes from  
her resources. They will replace Debs with Life Strides.

I am sure Glen told you, as he did me, that they are not  
le to put in additional capitol at this time. He said  
at he would be paid up in full by July 15th. I cautioned  
em not to buy too heavy on their first buy as they can  
t afford to have too many shoes coming in early. Also  
stagger their shipping dates in order to be in a better  
sition to pay for them.

I plan on seeing them again in June to see how they are  
ming along in regard to reducing their liabilities and  
ll advise you as to their progress at that time.

COMMISSION EXHIBIT 47.

Mr. T. R. Forgan  
Mr. Bob Lapin

May 28, 1957

Mr. Glen R. Maupin  
Crum-Maupin Shoes  
So. Main St.  
Port Scott, Kansas

Dear Glen and Doug:

This will follow up our telephone conversation a short  
ne ago regarding your continuing on our Franchise Pro-  
am. T. R. Forgan also explains that he discussed this  
bject with you recently at the Kansas City Show. We  
e hopeful that you make a concerted effort to have your  
usiness operate on a much more profitable basis than it  
e in the past.

As circumstances are and have been recently it is not a  
estion of your having exorbitant inventories. It is a  
estion of, as Bob Lapin pointed out to you, that your  
usiness is under-capitalized to the extent that you can  
t afford to take in enough merchandise so as to make it  
ossible for you to increase your volume to where it  
ould be. One of our concerns has been that since your

718 [fol. 134E]

business has been undercapitalized that you find it necessary to buy from so many different resources that it puts you at a great disadvantage. The Credit Department not only requests that you have your Brown Shoe Company indebtedness entirely out of the way by July, but also requests that you have outside resource indebtedness out of the way to go into the Fall season.

We will review this again with you in July and unless this is possible we will have no other alternative than to ask you to withdraw from the Franchise Program at that time. We sincerely hope you will be able to get things in shape by then.

Kindest regards.

Sincerely yours, Dick Johnston, Franchise Store  
Division.

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[fol. 135E]

## COMMISSION EXHIBIT 48-A.

719

To: BROWN FRANCHISE DIVISION Report No. 146  
Franchise Division Field Representative's Report Date October 5, 1957  
 By: Bob Lapin FROM: T. R. Forgan  
 Name McCrum - Maupin Mgr. or Person Contacted:  
 City & State Ft. Scott, Kansas Glen Maupin & Doug McCrum  
 Date Call Made October 4, 1957 Date Last Call Made \_\_\_\_\_  
 Purpose of Call: Financial

IMPORTANT ITEMS TO CHECK

Order File Checked----- Yes X No \_\_\_\_\_  
 Monthly Reports Current----- Yes X No \_\_\_\_\_ If not, explain reason in report.  
 Cash Discounts Taken----- Yes \_\_\_\_\_ No X If not, explain reason in report.  
 Long OTB and Sales Plan----- Yes X No \_\_\_\_\_  
 Interior Displays Adequate- Yes X No \_\_\_\_\_  
 Window Displays Satisfactory--- Yes X No \_\_\_\_\_  
 Physical Appearance:

Front----- Satisfactory X Needs Remodeling \_\_\_\_\_  
 Interior-- Satisfactory X Needs Remodeling \_\_\_\_\_

Sales Personnel----- Good X Fair \_\_\_\_\_ Poor \_\_\_\_\_

Last Year's Volume: \$45,445.00 This Year's Increase To Date \*(Month) \$ 5,500.00  
 This Year's Loss To Date Sept. \$100.00  
 \*(Month)

(\*Indicate Through What Month)

COURAGE CONCENTRATION ON BSC LINES AND ELIMINATION OF CONFLICTING LINES



720

[fol. 136E]

Commission Exhibit 48-B

Field Representative's Report

Page -2-

ERVATIONS--ANALYSES--RECOMMENDATIONS--ACCOMPLISHMENTS -- (Explain in Detail)

I stopped in Ft. Scott and helped Glenn complete his monthly report. He mailed it Friday night, October 4th, and it should be at your desk by now. It definitely does not look good and I agree with you that they are headed for trouble.

Their indebtedness to the trade now stands at \$11,895.00 and I don't see how they can pay off more than \$7,000.00 between now and the end of the year.

We went through his on order file and he has placed orders from us for delivery in October, November, and December to the tune of \$3,000.00. In addition to our orders he has \$800.00 on order from others. \$500.00 is for house shoes, \$200.00 for boots, and \$100.00 from Deb Shoe Company. He needs the boots and house shoes but said he had already canceled the Debs and would not accept them.

If all the shoes that they have on order are shipped, I figure they will owe approximately \$8,600.00 to trade at the end of the year.

I went over this with both Glenn and Doug and showed them where they were headed unless some revisions were made immediately. Even with revising their orders they are still going to be in trouble but this would help.

Glenn assured me that he would write you in regard to his orders this week end.

I plan on returning to Ft. Scott the first of November to help them with their buying plans for spring. I have helped them with their buying plans in the past and know that they don't use the guides. I told them this time that if the plan was not followed I was not going to waste my time and theirs anymore.

[fol. 137E]

## COMMISSION EXHIBIT 49

October 8, 1957.

T. R. Forgan

Re: McCrum-Maupin, Ft. Scott, Kansas

Attached is a copy of a letter Bob Lapin has just written to this account.

In view of the fact that we seem to be getting nowhere in working with these fellows, we are not going to continue with them as a Franchise Unit. The account will be transferred to our regular Credit Department just as soon as they have their indebtedness in satisfactory condition to make the transfer.

Eliminate this store from your list for Buying Programs, and do not plan to make any further trips there for the purpose of working with them.

Tom Curtis, Franchise Division.

TC:LB

cc Bob Lapin

## COMMISSION EXHIBITS 50-A AND 50-B

cc: Mr. Bob Lapin,  
Mr. T. R. Forgan,  
Mr. Oden Prowell.

January 22, 1958.

Messrs. Douglas McCrum and Glen P. Maupin  
McCrum-Maupin Shoes  
4 S. Main  
Fort Scott, Kansas

Dear Doug and Glen:

I have just had an opportunity to review your operation for 1957. While you were able to maintain the same retail volume that you did in 1956, your inventory has increased \$3,000 and the liabilities for your business show little or

[fol. 138E] no improvement in spite of the loan you made of \$8,000 from the Small Business Administration.

During the past several years our division and the Credit department have made every possible attempt to work closely with you but with little or no results. Our Credit Department has written you periodically regarding the financial and indebtedness status of your business and I am told that you rarely acknowledge any of this correspondence.

For some reason you have not seen the wisdom in following the buying guides that you and your Field Representative work out from season to season, which puts us at a great disadvantage from the standpoint of trying to be of assistance to you.

For the above reasons and your apparent desire to disregard the many recommendations that have been made to you in the best interest of operating a profitable business, we have no other alternative than to ask you to withdraw from the Franchise Program.

According to our records you are carrying your Fire and Extended Coverage and Public Liability Insurance with Geo. D. Capen & Co. We are asking them to continue this coverage for you until February 28, 1958, so that you will have an opportunity to replace this coverage with a local insurance agent.

Your account will be transferred to the Regular Credit Ledger. The fact that your store will no longer be operating on the Franchise Program, of course, has no bearing whatsoever on the future of Brown Shoe Company Lines in your store. This decision will rest with you and the individual salesmen that are involved.

## [fol. 139E-163E] COMMISSION EXHIBIT 51

H. W. Astroth	Roble McCarty
Robert Bahn	George Montigne
W. F. Barber	H. C. Moore
Stan Bozaich	W. J. O'Rourke
J. Bradley	O. D. Prowell
Bud Bregman	Jim Quinn
Milton Bruns	Gene Roessel
R. F. Byrne	L. J. Schaefer
Lou Carroll	Scholl Mfg. Co.
Credit Files	T. F. Schroth
Tom Curtis	Fred Shore
J. Damen	Gray Simpson
A. C. Fleener	O. G. Smith
C. G. Fliegner	W. J. Stroessner
Jim Frye	R. G. Stolz
Nina Gordon	Lester A. Suhre
J. Helmbacher	Sam Webb
Mildred Herbst	Mary Ann Wendel
Walter Johnson	Hugh Winfrey
W. Koch (6).	Henry Wiswell
Bob Lapin	Helen Wolff
Eleanor Lundberg	W. B. Woosley, Jr.
Rosemary Luttrell	Frank Yerkes
C. Marshall	

January 22, 1958.

Would you please remove the following store from your list of Brown Franchise Accounts . . .

McCrum-Maupin Shoes  
4 South Main  
Fort Scott, Kansas

Please transfer this account from the Store Plan Ledger to the Regular Ledger.

Thank you.

Dick Johnston, Franchise Stores Division.

el

[fol. 164E] COMMISSION EXHIBITS 83-A AND B

(Letterhead of Brown Shoe Company.)

April 22, 1958.

Federal Trade Commission  
Kansas City Branch Office  
Room 808, Sharp Building  
18 East 11th Street  
Kansas City, Missouri

Attention: Mr. W. S. Sanger, Jr.  
Attorney-Adviser

Re Brown Shoe Company, File No. 561 0002

Gentlemen:

This is in answer to your question No. 8 in your letter of March 26, 1958.

Among the leading companies engaged in the manufacture of men's, women's, and children's shoes of comparable quality and price across the broad line of Brown's production, are International Shoe Company and General Shoe Corporation. These firms compete with Brown in many lines of shoes in numerous places in United States. In addition to these, however, there are many other shoe companies which compete nationally with one or more of Brown's lines, and a still greater number of companies competing with Brown's brands locally. The large rubber companies have increasingly, in recent years, provided [fol. 165E] severe competition for many of Brown's casual shoes and summer shoes by their styled canvas upper, rubber soled shoes for men, women, and children.

Listed on Exhibit 1 are some of the brands which compete with Brown Shoe Company brands on either a national or a local basis. This list can by no means be considered complete. In many cases the brands listed compete generally with the designated brand of Brown. In other cases, certain shoes carrying the brand listed, compete with certain shoes of the Brown brand.

In cases where the brand listed is found on a variety of types, styles, and prices of shoes, it is considered to be com-

petitive only when such type, style, and price are similar to those of the Brown brand.

We are assembling the remaining information which you requested in your letter of March 26, and shall forward it to you when it is complete.

Yours very truly, —, —.

WLHG:mj

Encl.

The following are the names of the persons who have been appointed to the various committees of the Board of Directors of the American Red Cross, for the year 1917-1918.

The Board of Directors of the American Red Cross, for the year 1917-1918, has appointed the following committees:

The Committee on the Administration of the American Red Cross, for the year 1917-1918, has appointed the following members:

The Committee on the Finance of the American Red Cross, for the year 1917-1918, has appointed the following members:

The Committee on the Public Relations of the American Red Cross, for the year 1917-1918, has appointed the following members:

The Committee on the Medical and Hospital Service of the American Red Cross, for the year 1917-1918, has appointed the following members:

The Committee on the Nursing Service of the American Red Cross, for the year 1917-1918, has appointed the following members:

The Committee on the Training of Nurses of the American Red Cross, for the year 1917-1918, has appointed the following members:

AMERICAN RED CROSS

STEP

AMERICAN RED CROSS  
Manufa  
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meric

SHOE COMPANY, INC.  
BRANDS

---

## STEP

COMPETITIVE BRANDS  
AND MANUFACTURERS

---

Enna Jettick

Enna Jettick Shoes, Inc.

Fiances's

Clark Shoes

Foot Flairs

Mutual Shoe Sales Co.

Joyce

U. S. Shoe Corp.

Mannequin

General Shoe Corp.

Natural Bridge

Craddock Terry Shoe Corp.

Naturalizer

Drown Shoe Company, Inc.

Queen Quality

International Shoe Co.

Red Cross

U. S. Shoe Corp.

Rhythm Step

Johnson-Stephens &amp; Shinkle Shoe Co.

Sandler (Casuals)

Sandler of Boston

Town &amp; Country

Town &amp; Country Shoe Co.

Valentine

General Shoe Corp.

Vitality

International Shoe Co.

## BOY SCOUTS

Manufactured under license from, and  
to the specifications of, B. J. Scouts of  
America.)

General Shoe Corp.

International Shoe Co.



BROWN SHOE COMPANY, INC.  
BRANDS

BUSTER BROWN (Children's)

BUSTER BROWN (Boys')

COMPETITIVE BRANDS  
AND MANUFACTURERS

Acrobat  
General Shoe Corp.

Edwards  
Edwards Shoes

Gerwinettes  
Schawe-Gerwin

Jumpin' Jacks  
Vaisey Bristol Shoe Corp.

Little Yankees  
Yankee Shoemakers

Poll Parrott  
International Shoe Co.

Red Goose  
International Shoe Co.

Stride Rite  
Green Shoe Company

Weatherbird  
International Shoe Co.

Brooks  
The Wm. Brooks Shoe Co.

Crosby Square, Jr.  
Shoe Corp. of America

Douglas  
General Shoe Corp.

Fortune, Jr.  
General Shoe Corp.

Gee Pee's  
Gerberich-Payne Shoe Co.

Gerberich-Payne Shoes for Boys  
Gerberich-Payne Shoe Co.

Gerbrico's  
Gerberich-Payne Shoe Co.

[Pl. 168E]

OWN SHOE COMPANY, INC.  
BRANDS

---

MASTER BROWN (Boys')

GIRL SCOUTS

Manufactured under license from, and  
to the specifications of, Girl Scouts  
of America.)

MANOUR DEBS

COMPETITIVE BRANDS  
AND MANUFACTURERS

---

Great Northern (Various Brands)  
International Shoe Co.

Thom McAn  
Mellville Shoe Co.

Winthrop, Jr.  
International Shoe Co.

Weyenberg  
Weyenberg Shoe Co.

Yorktown  
Gardiner Shoe Co.

General Shoe Corp.

International Shoe Co.

Clinic  
Juvenile Shoe Corp. of Am.

Cobbles  
U. S. Shoe Corp.

Arthur Murray Flats  
Kimel Shoe Corp.

Capexio's  
S. Capexio, Inc.

Cobblers  
Cobblers, Inc.

Cover Girl  
General Shoe Corp.

Debs  
Deb Shoe Co.

Golo  
Golo Slipper Co.

Hollywood Scooter  
Vogue Shoe Co., Inc.

Jolene  
Tober-Saifer Shoe Mfg. Co.

730  
[fol. 169E]

Commission Exhibit 84-D.

BROWN SHOE COMPANY, INC.  
BRANDS

GLAMOUR DEBS

LIFE STRIDE

COMPETITIVE BRANDS  
AND MANUFACTURERS

Jumpin' Jacks  
Valsey Bristol Shoe Co.

Old Maine Trotters  
Old Town Shoe Co.

Robinettes  
Brown Shoe Co., Inc.

Sandlers  
Sandler of Boston

Spaulding  
Spaulding Athletic Co.

Stride Rite  
Green Shoe Co.

Trampeze  
Penabscot Shoe Co.

Westports by Life Stride  
Brown Shoe Co., Inc.

International Shoe Co.

Accent  
International Shoe Co.

American Girl  
American Girl Shoe Co.

Citations  
Lake Side Shoe Co.

Fiancee's  
Clark Shoe Co.

Foot Flairs  
Mutual Shoe Sales Co.

**BROWN SHOE COMPANY, INC.  
BRANDS**

---

STRAIDE

NATURALIZER

**COMPETITIVE BRANDS  
AND MANUFACTURERS**Fortunet  
General Shoe Corp.Hollywood Scooter  
Vogue Shoe Co., Inc.Jacqueline  
Wohl Shoe Co.Joyce  
U. S. Shoe Corp.Town & Country  
Town & Country Shoe Co.Air Step  
Brown Shoe Co., Inc.Enna Jettick  
Enna Jettick Shoes, Inc.Fiancee's  
Clark Shoe Co.Foot Flairs  
Mutual Shoe Sales Co.Joyce  
U. S. Shoe Corp.Mannequins  
General Shoe Corp.Natural Bridge  
Craddock Terry Shoe Corp.Queen Quality  
International Shoe Co.Red Cross  
U. S. Shoe Corp.Rhythm Step  
Johnson-Stephens & Shinkle Shoe Co.Town & Country  
Town & Country Shoe Co.Valentines  
General Shoe Corp.

**BROWN SHOE COMPANY, INC.  
BRANDS**

---

NATURALIZER

PEDWIN

PROPR-BILT

**COMPETITIVE BRANDS  
AND MANUFACTURERS**

---

Vitality  
International Shoe Co.

A. S. Beck (Various Brands)  
Shoe Corp. of America

Douglas  
General Shoe Corp.

Flagg Bros.  
General Shoe Corp.

Fortune  
General Shoe Corp.

Great Northern (Various Brands)  
General Shoe Corp.

Hardy  
General Shoe Corp.

Jelco  
John E. Lucey Co.

John E. Lucey  
John E. Lucey Co.

Thom McAn  
Melville Shoe Co.

Pilgrim  
Plymouth Shoe Co.

Child Life  
Herbst Shoe Mfg. Co.

Edwards  
Edwards Shoe Co.

Kalistenika  
Gilbert Shoe Co.

Pied Piper  
Pied Piper Shoe Co.

BROWN SHOE COMPANY, INC.  
BRANDS

OPR-BILT

SQUE

BINETTES

COMPETITIVE BRANDS  
AND MANUFACTURERS

Simplex-Flexees  
Simplex Shoe Mfg. Co.

Stride Rite  
Green Shoe Co.

Allures  
Allures Shoe Corp.

Funsters by Naturalizer  
Brown Shoe Co., Inc.

Joyce  
U. S. Shoe Corp.

Penaljo  
Hamilton Shoe Co.

Red Cross Cobbies  
U. S. Shoe Corp.

Rhythm Step (Casuals)  
Johnson-Stephens & Shinkle Shoe Co.

Sandler (Casuals & Sports)  
Sandler of Boston

Tandem by Air Step  
Brown Shoe Co., Inc.

Town & Country  
Town & Country Shoe Co.

Connie Low Heelers  
Wohl Shoe Co.

Ed White Jr.  
Ed White Shoe Co.

Glamour Debs  
Brown Shoe Co., Inc.

Jolene  
Tober-Saifer Shoe Mfg. Co.

Lucerna  
Viner Bros.

734  
[fol. 173E]

Commission Exhibit 84-H.

BROWN SHOE COMPANY, INC.  
BRANDS

ROBIN HOOD

ROBLEE

COMPETITIVE BRANDS  
AND MANUFACTURERS

American, Jr.  
Consolidated National Shoe Co

Billikins  
Craddock Terry Shoe Corp.

Blue Bonnett  
Blue Bonnett Shoe Co.

Lazy Bones  
Juvenile Shoe Corp. of America

Poll Parrott  
International Shoe Co.

Red Goose  
International Shoe Co.

Stepmaster  
Ettlebrick Shoe Co.

Story Book  
General Shoe Corp.

Tick Tock  
Wohl Shoe Co.

Weatherbird  
International Shoe Co.

Bates  
Bates Shoe Co.

Crosby Square  
Mid-States Shoe Corp.

Edgerton  
Nunn-Bush Shoe Co.

Foot Pals  
Wall Streeter Shoe Co.

Freeman  
Freeman Shoe Corp.

Jarman  
General Shoe Corp.

[Vol. 174E]

OWN SHOE COMPANY, INC.  
BRANDS

---

ELIZ

COMPETITIVE BRANDS  
AND MANUFACTURERS

---

Mansfields  
Commonwealth Shoe Co.

Plymouth  
Plymouth Shoe Co.

Weyenberg  
Weyenberg Shoe Co.

Winthrop  
International Shoe Co.



## U. S. Production of Footwear (except Rubber) Made on Conventional Machinery

Source: Bureau of Census

	<u>Pairs</u>
1959	632,108,000
1958	582,386,000
1957	597,648,000
1956	591,757,000
1955	585,369,000
1954	530,367,000
1953	532,031,000
1952	533,162,000
1951	461,930,000
1950	522,532,000

## LEATHER and SHOES BLUE BOOK

Shoe Production (Except Rubber) By Kind  
1950—1957

	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes	Men's Shoes
1950	322,532	103,341	16,731	236,059	82,704	29,173	34,391	2,544	4,251	38,034
1951	481,990	107,000	14,630	214,978	29,544	27,300	34,142	2,707	3,591	48,540
1952	533,103	103,359	18,744	191,406	30,490	30,241	34,716	2,733	4,073	52,545
1953	532,031	100,783	18,124	287,072	33,571	32,374	37,072	3,309	3,994	59,670
1954	530,307	94,712	19,004	246,071	36,904	31,930	36,873	3,329	4,761	56,904
1955	535,309	103,641	22,997	270,908	40,612	33,606	37,006	3,080	4,121	67,087
1956	522,479	106,707	21,937	271,535	43,733	33,784	38,002	4,733	5,270	68,049
1957-JAN.-MAY*†	494,335	79,284	18,616	216,979	31,355	25,004	28,434		56,100	
1957-JAN.-MAY†	442,720	81,280	18,914	211,330	31,200	25,014	27,303		54,500	

\*Includes shoes for Government

†Leisure and athletic footwear for 1957 included in "Other Footwear"

Source: Bureau of the Census, Dept. of Commerce

## Percentage of Canvas-Rubber and Conventional Footwear Production

	1950	1951	1952	1953	1954	1955	1956
Upper-Rubber Bottom %	8.1	8.0	6.5	5.8	5.6	5.9	5.9
Conventional Footwear %	91.9	92.0	93.5	94.2	94.4	94.1	94.1
Total Output in Millions of Pairs	381	512	570	532	500	529	530

Source: National Shoe Manufacturers Assn.

## Number of Footwear Establishments

Number of employees	Footwear (except rubber)	House Slippers	Total, Footwear and House Slippers
1-4 employees	141	22	173
5-9 "	58	15	71
10-19 "	62	27	89
20-49 "	154	35	189
50-99 "	144	32	176
100-249 "	206	34	240
250-499 "	336	7	373
500-999 "	71	1	72
1,000-2,499 "	9	—	9
2,500 and over	1	—	1
Total no. of Establishments	1,190	173	1,363
Total no. of Employees	219,375	18,579	237,954
Average no. of Employees per establishment	183	63	159

Number of establishments includes branch plants. The Census Bureau states "a company operating establishments at more than one location is required to submit a report for each location."

## STATISTICS

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### Production Of Shoes And Slippers In U.S. By Company Groups

The largest 4 producers in the shoe industry produced less than 25% of all the shoes and the largest 50 producers produced less than half the shoes. The largest 500 producers produce approximately 94% of the shoes. It is estimated that there are approximately 800 shoe producers in the U. S. and that the smallest 400 of these produce only 6% of the shoes.

## Per Cent of Total Produced

Company Group	1933	1935	1934	1932	1947	1939
Total Shoe Production (000 pairs)	558,479	585,509	530,367	533,162	484,964	424,134
4 Largest .....	23.2	22.9	22.8	23.4	25.9	23.2
5 Largest .....	28.3	27.9	28.4	29.2	31.4	28.8
15 Largest .....	39.6	37.5	34.9	34.4	36.2	34.7
20 Largest .....	35.9	34.8	34.3	34.8	34.7	30.9
25 Largest .....	27.8	26.7	25.2	29.9	31.0	28.5
30 Largest .....	29.6	28.4	28.9	41.9	42.9	43.3
35 Largest .....	41.2	40.3	41.7	42.9	44.5	45.5
40 Largest .....	42.7	41.9	43.2	44.6	46.2	47.6
45 Largest .....	44.1	43.4	44.6	46.2	47.6	49.5
50 Largest .....	45.5	44.8	45.9	47.7	48.9	51.2
All Other Companies .....	54.5	55.2	54.0	52.8	51.1	48.7

Source: Bureau of Census.

## LEATHER and SHOES BLUE BOOK

## Retail Shoe Outlets in the U.S.\*

Type of Store	Stores with Total Annual Volume of \$100,000 or More	Stores with Total Annual Volume of Less than \$100,000	Total
Department Stores	2,712		2,712
General Merchandise Stores**	5,389	22,292	28,681
Men's and Boys' Clothing Stores	2,191	2,817	5,008
Men's and Boys' Furnishing Stores	556	1,418	1,968
Women's Ready-to-Wear Stores	1,364	1,027	2,321
Family Clothing Stores	2,947	3,994	6,941
All Shoe Stores (operated during entire year)	5,302	17,484	22,786
Men's Shoe Stores***	N.A.	N.A.	2,434
Women's Shoe Stores***	N.A.	N.A.	2,408
Children's, Juvenile's Shoe Stores***	N.A.	N.A.	681
Family Shoe Stores***	N.A.	N.A.	18,236
<b>TOTAL</b>	<b>20,885</b>	<b>50,032</b>	<b>70,967</b>

\* All figures in this table are estimates based upon the 1948 and 1954 Census of Business. Base figures used were those for establishments with payroll, and it should be kept in mind that there are many one man establishments which these figures do not include.

\*\* Excludes department stores and variety stores.

\*\*\* These figures include only those establishments with payroll; during the year there were actually 22,847 shoe stores in operation.

The above table also points out the wide diversification in types of outlets for shoes. These retail outlets reach every class of customer and geographic location in the United States. Practically every active consumer in the United States passes through at least one of these stores several times yearly.

Note: It has been estimated by many students of the industry that there are nearly 100,000 retail outlets for shoes and slippers. This figure based on OPA records included cobbler shops, drug stores, etc.

Source: NHMA estimates based on 1948 and 1954 Census of Business.

## Estimated Distribution of U. S. Shoes: 1954

Type of retail outlets:	% of 1954 footwear sales:		% of 1954 footwear sales:
Independent Retail	58.9	Dept. Stores	10.1
Direct to retailers	27.9	Direct to retailers	8.4
Through wholesalers	19.0	Through wholesalers	1.7
Chain Stores	80.1	Direct to Consumers	1.4
& Mail Order Houses	22.3	Direct to Gov., Military	0.8
Direct to retailers	6.6	Export	0.7
To own retail stores			

Source: Bureau of the Census.

## Shoe Manufacturers Income Tax Returns 1945—1954